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Eleventh

ANNUAL REPORT
of the
DEPARTMENT OF
ECONOMIC AFFAIRS
1955



GOVERNMENT OF THE PROVINCE OF ALBERTA
EDMONTON



Annual Report
of the
DEPARTMENT
OF
ECONOMIC AFFAIRS
of the
PROVINCE OF ALBERTA
1955

Published by
Order of the Legislative Assembly



A copy of the Golden Jubilee Anthology is presented to Sir Seymour Howard, Lord Mayor of London, by Premier Ernest C. Manning, during celebrations at Edmonton, September 7th, 1955. At left is Hon. Dr. J. J. Bowlen, Lieutenant Governor of Alberta, while at right is Hon. Louis St. Laurent, Prime Minister of Canada.

1905 Alberta Golden Jubilee 1955

On September 1, 1905, Alberta was inaugurated as the eighth Province of the Dominion of Canada. In commemoration of the fiftieth anniversary of this historic event, 1955 was declared a Golden Jubilee Year and celebrations were held throughout the Province.

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Edmonton, Alberta.

To His Honour,
J. J. Bowlen,
Lieutenant Governor of the Province of Alberta,

Sir:

I submit herewith the report of the Department of
Economic Affairs for the year ending December 31st,
1955.

I have the honour to be, Sir,

Your obedient servant,

A. RUSSELL PATRICK,
Minister of Economic Affairs.

February 10th, 1956.

February 1st, 1956.

To The

Honourable A. Russell Patrick,
Minister of Economic Affairs,
Edmonton, Alberta.

Sir:

I have the honour to submit herewith the eleventh annual report of the Department of Economic Affairs for the period from January 1st to December 31st, 1955, in accordance with Section Nine, The Department of Economic Affairs Act, Chapter 2, S. of A. 1945.

Two very important occurrences during the year were the celebration of Alberta's fiftieth year as a Province and the change in administrative command which occurred on the second day of August from the Honourable A. J. Hooke to yourself as Minister.

The Jubilee celebrations were, I think, completely successful and proved to have been the most spontaneous province-wide celebrations yet held in the history of Alberta. The "Jubilee Cabinet Committee" included the Honourable C. E. Gerhart, Chairman; the Honourable A. J. Hooke; and the Honourable A. O. Aalborg. Planning and carrying out of the celebrations were, however, placed in the hands of what was known as the "Alberta Golden Jubilee Working Committee" under the chairmanship of the Deputy Minister of Economic Affairs. The entire committee comprised:

Ralph R. Moore, Chairman
Richard Martland, Deputy Chairman
Dan E. C. Campbell, Secretary
B. MacKenzie, Assistant Secretary
J. E. Plewes, Administrator
E. S. Bryant
J. L. Patterson
K. Hutchinson
R. D. McLean
Hugh A. Dempsey
H. A. Webster (who assisted with celebrations held in the south of the Province)

Committee meetings were held, usually, every Tuesday of each week throughout the year and the members were thus able to organize the many government-sponsored projects and guide hundreds of community celebrations.

The aim of the working committee was not, primarily, to organize an expensive year-long program but, rather, to arouse local enthusiasm and promote a large number of small celebrations in which Albertans could personally participate. The committee, however, did institute a number of major projects, for instance, scrolls for senior citizens, Indian medallions, school medals for the children, two stage coaches, two jubilee caravans, an historical display at the Fort Macleod Tourist Information Bureau, Jubilee "Welcome" signs at border-crossings into Alberta on main highways, play-writing and music contests and a square dancing program. In addition the Honourable E. C. Manning, Premier of Alberta, in May 1954 announced that auditoriums would be constructed in Edmonton and Calgary to com-



Three officials of the Department participate in medallion presentation ceremonies at Hobbema. With Cree chiefs, left to right are: R. Martland, Hon. A. R. Patrick and Ralph R. Moore.

memorate Alberta's Golden Jubilee. The Government also provided for Jubilee payments of fifty dollars to recipients of certain pensions through the Department of Public Welfare. More than 32,000 pensioners received about \$1,600,000.

Further details of the Jubilee celebrations and a selection of photographs are included in the following report.

The development of industry and tourism in Alberta in 1955 continued to expand. Many new industries established in the province and several extensions to existing plants were made. New capital was invested amounting to more than \$69,000,000 as indicated by just a few of the larger plants, viz: Nitro-Chemical Company Limited at Medicine Hat; North Star Oil Refinery at Grande Prairie; Peace River Glass Company Limited at Fort Saskatchewan; and Alberta Phoenix Tube & Pipe Mill Ltd., and Western Plywood Ltd., both near Edmonton, and many others.

Alberta experienced one of its best growing seasons in several years in 1955. Following a good spring, farmers had an excellent season culminating with a fine harvest and, although winter was early, harvesting was, in nearly all cases, completed. The cash income from field crops in 1955 is reported at approximately \$169,000,000. The total farm cash income is said to have been \$382,076,000.

Income from oil, natural gas and other mineral resources totalled

\$324,000,000 in 1955 as compared with \$281,000,000 the previous year. The daily oil production is reported at 312,000 barrels as against 265,000 barrels in 1954. Value of crude oil production was \$285 million compared with \$225 million for 1954 or \$150 million in 1953. I simply give these figures to indicate the tremendous expansion taking place in Alberta today. The year 1956 may prove to be the most active in the oil industry in Canada since the discovery of the Leduc field.

Tourist-wise, there was also an increase in 1955 compared to 1954. A total of 1,700,000 tourists are estimated to have visited Alberta last year and to have made estimated expenditures of \$49 million. In 1954 the related figures (actual) were 1,602,982 people and expenditures \$42,021,387.

Full details of the work of both the Industrial Development Branch and the Alberta Travel Bureau are appended.

The office of the Agent General in the United Kingdom at 37 Hill Street, London, W. 1, England was continued through 1955 and rendered valuable service in encouraging foreign and British industry to this province; also in assisting United Kingdom immigrants to Alberta and generally fostering Alberta's welfare in the Old Country. While the staff at Alberta House will be reduced this year it is anticipated the work will proceed as formerly.

A reorganization of the Cultural Activities Branch was commenced in August. Mr. Blake MacKenzie transferred to the Department of Municipal Affairs and commenced other duties on August 27th. Mr. Jack McCreath was appointed Drama Supervisor, November 15th. Mrs. M. Tewnton resigned as Handicraft Supervisor, December 9th and Miss Frances Archibald has been appointed to replace her. Mr. A. E. Ballantine will continue as Music Supervisor. A new co-ordinator has been employed but will not assume office until July 2nd, 1956. In the meantime Mr. J. E. Plewes, formerly Golden Jubilee Administrator, is being retained as Acting Co-ordinator until that date.

All five "Boards" previously constituted are being continued with only slight change in personnel. A new Community Recreation Board, however, was appointed by Order-in-Council on June 13th, while a new Handicraft Board will be selected almost immediately. Mr. Harry Newsom continues as librarian.

Certain improvements in administration of the Cultural Activities Branch are now in the process of achievement or will be effected in 1956 and a Public Libraries Act will be submitted for your final consideration. The Branch has already been divided into five divisions, viz: Library; Handicrafts and Visual Arts; Community Recreation; Drama; and Music, with a supervisor in charge of each.

The Health and Recreation Branch as it was formerly known (now Community Recreation) was transferred to this Department April 1st, from the Department of Education and has been incorporated with the Cultural Activities Branch. The Advisory Board Committee on Objectionable Publications has also been placed under this Department.

The Film and Photographic Branch again had a very busy year. A total of 16,023 photographs was supplied for publicity purposes, as indicated in the detailed report attached, while in the neighborhood of 6,000 photos were taken. Four 16mm films were commenced for the Department and two released for other Departments of the Government. Twelve hundred

shipments of motion picture films were made to various parts of the province by the Photographic Branch as a free distribution.

The work of the Publicity Bureau was particularly heavy in 1955 due to the Golden Jubilee and increased publicity generally. Over half a million copies of literature were distributed during the year. Also assistance was given in the preparation of the "Economic Report" presented to the Gordon Royal Commission inquiring into the economic prospects for Canada in the next twenty to thirty years. Dr. Lawrence E. Kindt, B.Sc., M.A., Ph.D., Consulting Economist, was employed to co-ordinate the submission.

Duties of the Public Relations Office have been considerably extended since December 1955 to include a closer liaison between government departments, the press and the public. This work will be promoted to an even greater extent in 1956 than in the past. A writer has already been assigned to the P.R.O. to assist in this work. Details of work done in the past year, however, are appended.

The Southern Area office at Calgary undertook such work as was necessary for this Department in the south of the province including, particularly, the distribution of travel literature and assistance with Jubilee arrangements. It is hoped to employ the services of the Calgary office to a much greater extent in 1956.

Immigration was sharply curtailed in 1955. However, a fairly large number of applications were screened at Alberta House and by the Immigration Branch here. Since January 1st the Immigration Branch has been attached to the Industrial Development Branch which, hereafter, will be known as The Industrial Development and Immigration Branch. The report appended is as submitted by J. Ferguson, now on the staff of the Department of Industries and Labour.

On your instructions I attended the annual convention of the Canadian Tourist Association at Ste. Adele, Quebec in September while Mr. Martland, Director of Industrial Development, attended the annual meeting of the Provincial Governments Trade and Industry Council in Quebec City. Mr. Martland, while in eastern Canada, also visited a number of industrialists and made a number of industrial contacts.

May I, in conclusion, express my personal thanks and appreciation for the co-operation extended to me by all members of the staff and especially by branch heads not only in the work of the department but as chairman of the Golden Jubilee Working Committee. Thanks are also due the Royal Canadian Mounted Police and Assistant Commissioner G. M. Curleigh for their help on many Jubilee projects and for the loan of many exhibits. Acknowledgment is again made to Mr. Peter Elliott for his assistance in producing "Within Our Borders" and on Advertising Board meetings; and also to all others who made the work of the department successful.

As chairman of the Industrial Development Board I also wish to acknowledge with thanks the work of the Board members.

All of which is respectfully submitted.

RALPH R. MOORE,
Deputy Minister.

DEPARTMENT OF ECONOMIC AFFAIRS

HON. A. R. PATRICK
Minister

RALPH R. MOORE
Deputy Minister

Alberta Golden Jubilee	Administrator: J. E. Plewes
Alberta House	Agent General: R. A. McMullen
Cultural Activities Branch	Acting-Co-ordinator: J. E. Plewes
Libraries	Supervisor: H. Newsom
Drama	Supervisor: J. McCreath
Music	Supervisor: A. Ballantine
Crafts	Supervisor (Feb. 1/56): Miss F. Archibald
Recreation	Supervisor: Miss E. McFarland
Film and Photographic Branch	Film Commissioner: K. Hutchinson
General Office	Secretary and Accountant: J. L. Patterson
Industrial Development and Immigration Branch	Director: R. Martland
Publicity Bureau	Director: E. S. Bryant
Public Relations Office	Officer: R. D. McLean
Southern Area Office	Supervisor: H. A. Webster
Travel Bureau	Director: D. E. C. Campbell

Legislative Building
Edmonton

ALBERTA GOLDEN JUBILEE

1905 — 1955

The following is a summary of the most important aspects of the Alberta Golden Jubilee as organized by the Golden Jubilee Working Committee:

SENIOR CITIZEN SCROLLS

Any person who resided in Alberta during or prior to 1905 and was living here in 1955 was entitled to receive a scroll which recognized his pioneering achievements. The June election unfortunately delayed production, as signatures of both the Premier and Provincial Secretary were required on the scroll, and these had to wait until after the election. However, when completed, the scroll was considered a very worthy product and will long be treasured by Alberta's senior citizens. A total of 24,941 scrolls was distributed to senior citizens who made application before December 31, 1955.

INDIAN MEDALLIONS

Comparable to the Senior Citizen Scrolls were the Indian Medallions which were distributed to all Alberta treaty Indians who were born in or before 1905. With the co-operation of the Indian Affairs Branch, federal Department of Citizenship and Immigration, the medallions were distributed on all reserves. Formal presentation ceremonies were held at Fort Macleod, Calgary, Banff and Hobbema, with Hon. J. J. Bowlen, Lieutenant-Governor, and the Deputy Minister of Economic Affairs officiating. Other local ceremonies were held on such reserves as the Bloods, Peigans and Blackfeet. The medallion measures 2½ inches in size, finished in bright chrome, and bears the Golden Jubilee crest, an Indian design, and the words "Friendship - Loyalty - Progress". A total of 1,890 medallions were distributed.

MUNICIPAL GRANTS

One incentive for local celebrations was the offering of a 25 cents per capita grant for any municipality which wished to celebrate the golden jubilee. The larger cities of Edmonton and Calgary received a flat \$5,000 grant. During the year, a total of \$170,989.25 was paid to cities, towns, villages, municipalities, Indian Reserves, and improvement districts which qualified for the grant.

SCHOOL MEDALS

A total of 234,000 medals, the size of a 50-cent piece, were distributed to all school children in Alberta through co-operation with the Department of Education. This medal bears the jubilee crest and inscription: "Presented to Alberta School Children to Commemorate the Golden Jubilee, September 1, 1955."

STAGE COACHES

One of the colorful aspects of the celebrations and one which aroused considerable national prominence was the sending of stage coaches from Edmonton and from Fort Macleod to reach Calgary in time for the stampede. Through the co-operation of the Northern Alberta Pioneers and Old Timers' Association and the Calgary Stampede and Exhibition Association, the Committee was able to secure the loan of two original coaches for the purpose.

The Fort Macleod coach left during that town's stampede and participated in local jubilees and rodeos en route to Calgary. The Edmonton



Members of the Alberta Golden Jubilee Working Committee.

coach left after special ceremonies at the Legislative Buildings and also joined local celebrations.

Much credit should go to the R.C.M.P. for its co-operation in escorting the coaches on the long journeys. It was due largely to its assistance that this program was not marred by accidents or difficulties.

JUBILEE CARAVANS

A contract was made with an Edmonton agency whereby the Committee outfitted two trailer trucks as travelling museums and movie theatres to tour the province. Hugh A. Dempsey was selected by the Committee to obtain historical material from all parts of the province. Appreciation is due such persons as J. B. Cross of Calgary, Norman Luxton of Banff, J. Y. Card of Cardston, E. E. Poole of Edmonton, and many others who freely loaned museum pieces for the displays. The two caravans contained early photographs from the Ernest Brown collection, and such artifacts as pioneer tools, Indian relics, 1905 objects, and many other items of interest. A total of 34,799 persons viewed the northern caravan and 41,615 the southern one.

FORT MACLEOD DISPLAY

As part of the jubilee celebrations, a display building was constructed at the Fort Macleod Tourist Information Bureau and furnished with an historical display. The building was of rustic design with a main window and two smaller wings. These wings were laid out in the form of typical rooms in 1905 and in 1955; each also had a birthday cake and a Mounted Policeman mannequin in modern and early uniforms. The modern room was generously furnished by the T. Eaton Co. of Lethbridge while the uniforms were loaned by the R.C.M.P.

SQUARE DANCING

One of the most novel and successful projects evolved by the Working Committee was in bringing a professional square dance caller, Mr. Arnie Kronenberger, from California to participate in a series of square dancing events. The whole program was a complete success and played an important part in exciting interest in Alberta's jubilee.

PUBLICITY

A key to the success of the jubilee was in an organized publicity campaign. Early in the year, a series of 12 historical articles were written and photographs from the Ernest Brown Collection selected. These were sent to all Alberta newspapers by the Publicity Bureau providing excellent material for special editions. A considerable number of magazines, trade publications and out-of-the-province newspapers also made use of this material.

Display material to publicize the jubilee was also made available through large proclamations, posters, meter stamps, display kits, bumper cards, booklets, menu covers, and many other publicity media. In addition, special Golden Jubilee crests were designed for use during the celebrations.

PLAYWRITING COMPETITION

In an effort to stimulate an interest in the cultural aspects of the jubilee, a competition was sponsored by the Committee, offering \$250 each for the three best plays. A total of 22 plays were received and adjudicators from outside of Alberta selected the following best three: "Cressida in Alberta" by Mrs. Beryl Rowland; "Yesterday's Tomorrow" by Bernard H. Knight; and "Pleasant Plain, Incorporated" by Mrs. W. G. Stobie.

SONGWRITING COMPETITION

A program similar to the playwriting competition was offered by the Committee but because none of the 133 entries was considered suitable by the judges no awards were made.

WELCOME SIGNS

To inform the tourists that Alberta was celebrating its golden jubilee, large welcome signs were erected at the main entry points to Alberta—Courtts, Carway, Crowsnest Pass, Lloydminster and Medicine Hat.



Mock hold-up of Edmonton-Calgary stage coach at Ponoka.

SEPTEMBER CELEBRATIONS

Because September 1, 1955, was the anniversary date of inauguration, jubilee celebrations reached a climax in that month. Highlight of the activities was the visit of Hon. Louis St. Laurent, Prime Minister of Canada, and Sir Seymour Howard, Lord Mayor of London, to participate in official celebrations at Calgary and Edmonton. Both cities utilized their grants for these celebrations, with the Alberta Government's official reception being tendered in Edmonton. In the capital city's program, organization was handled by E. S. Bryant, Publicity Director, who acted as Secretary of the Edmonton Jubilee Committee. The day's activities on September 7 included the unveiling of a monument at the Legislative Buildings, a parade, civic-provincial luncheon, and a pageant.

Other celebrations during the month included: community bonfires, day of prayer and inauguration day holiday. Babies born on September 1 were presented with silver spoons, while couples married on Inauguration Day received special copies of the Alberta Jubilee Anthology.

OTHER PROGRAMS

Included among the other aspects of the Jubilee were: tours by the University of Alberta Mixed Chorus and the Drama Society under Jubilee grants; and the preparation of a production handbook to enable local groups to stage small pageants.

To properly preserve the historical significance of the Alberta Golden Jubilee, a detailed report of the government's program, a summary of local celebrations, a representative selection of photographs, and copies of all souvenir or commemorative objects are being presented to the government archives.



Lieutenant-Governor J. J. Bowlen presents Jubilee medallion to a Stoney Indian woman at the Calgary Stampede. At right is Ralph R. Moore, Deputy Minister.

GOVERNMENT
OF THE
PROVINCE
OF
ALBERTA
CANADA

1905

1955

GOLDEN JUBILEE
(SENIOR CITIZEN AWARD)

*To all to whom these presents shall come
'Know Ye That the People of Alberta have always
recognized and been truly appreciative of the Valuable
Contribution made to the Development of the Province
by the Pioneers and Senior Citizens thereof,
and That*

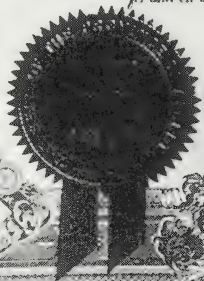
Harry Knight

*Having been a Resident of Alberta
during or before the Year of Our Lord
One Thousand Nine Hundred and Five
and now residing during the Celebration
of the Golden Jubilee of Alberta in the Province
of Alberta, is hereby awarded the Golden Jubilee
Senior Citizen Award of the Province of Alberta.*

*In Testimony Whereof I have hereunto
set my hand and seal in the Year of Our Lord
One Thousand Nine Hundred and Fifty Five,
for and on behalf of the People of Alberta.*

James W. Macdonald
Premier of Alberta

E. J. Quirk
Provincial Secretary



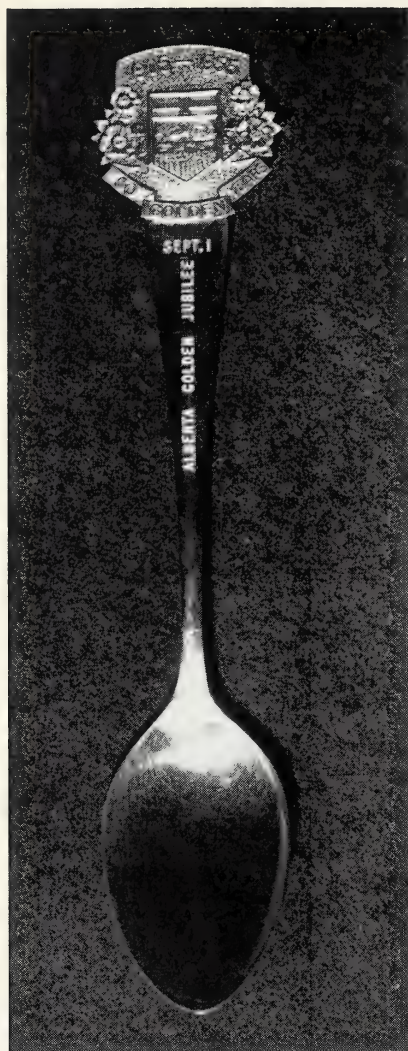
SENIOR CITIZEN SCROLL



JUBILEE ANTHOLOGY



INDIAN MEDALLION



JUBILEE BABY SPOON



SCHOOL MEDAL

ALBERTA HOUSE

With the curtailment of immigration activities during the year under review, Alberta House has intensified its approach more towards industry. Considerably more time was devoted in 1955 to consolidation, publicity and public relations.

IMMIGRATION

The effects of the change in immigration policy will be noted in the comparative tables accompanying the present report.

Although the average number of general enquiries remained about the same as in past years, only 323 applications for immigration were registered in 1955 as against 841 in 1954 and 1,520 in 1953. Estimated transferable immigrant capital dropped from \$1,401,145 in 1954 to \$368,540.

Emphasis has been placed again on quality rather than numbers. Of the 1,456 known departures from the United Kingdom, geologists, engineers, doctors, nurses, teachers, stenographers and technicians proceeding to Alberta for the most part had employment awaiting them upon arrival in the province. Others proceeding to relatives or friends had an assurance of accommodation and assistance in finding suitable employment.

INDUSTRIAL DEVELOPMENT

During the year there has been a continuous flow of industrial enquiries from the United Kingdom and Europe. Although it is not possible to attempt a comprehensive review or detailed analysis of industrial activities, not the least impressive feature of our work has been the growth in the number of requests received for information on Alberta natural resources, transportation costs, availability and cost of power, availability of labour, wage structures and labour relations.

Close contact has been maintained with Chambers of Commerce, Trade Associations and with the Trade Press. Personal contact has been maintained with British industries by visiting a number of the important industrial centres in the British Isles.

Once again the number of British industrialists and manufacturers contacting Alberta House prior to their departure for Canada on industrial fact finding missions shows a satisfactory increase.

PUBLICITY AND PUBLIC RELATIONS

During the past year there has been an increase in publicity activities in London, Birmingham, Glasgow, Liverpool, Manchester and in many of the larger cities throughout the British Isles. Alberta Government publications have been widely distributed throughout Great Britain. Information on the province has been supplied on request to the national and local daily and weekly press; to trade and professional publications; to the broadcasting and television services. Alberta House has supplied Alberta Government photographs to the press and others for illustrating the numerous articles on Alberta which have been published in Great Britain and on the Continent of Europe during the past twelve months.

A growing number of requests have been received from education authorities and teachers for information and material for use in schools. Alberta Government films have been sent out on loan to universities, schools and institutions. Films also have been shown in many parts of the British Isles to audiences varying from less than one hundred to over one thousand persons.

REPRESENTATION

Alberta House is becoming a well known part of the Canadian scene in London and as a consequence it is gratifying to represent the Government at an ever increasing number of official functions and receptions extended by Her Majesty's Government in the United Kingdom; by the Corporation of the City of London; by Commonwealth Government representatives, and by industrial and financial corporations.

VISITORS

Again due to the fact that Alberta House is becoming better known, and that each year more Albertans are travelling in Britain and Europe, the many visitors who have called at Alberta House have been gratified to find assistance in matters pertaining to passports, visas, customs, foreign exchange regulations, travel arrangements, commercial, social and personal problems.

PERSONNEL

This past year, during the months of September and October, the Agent General and Mrs. McMullen were privileged to visit Alberta and to attend the Golden Jubilee celebrations in the Cities of Edmonton and Calgary.

An intensive tour of Alberta made it possible for the Agent General to obtain a fuller appreciation of the vast developments which have taken place in the province since his last visit in 1951.

During the year three members of the staff tendered their resignations for personal reasons and returned to Canada. With the further reduction in immigration activities, only one of the vacancies has been filled.

APPRECIATION

A full measure of co-operation has at all times been readily extended to Alberta House by members of the Department of Economic Affairs and by members of other Departments of the Government.

The Agent General again wishes to express personal thanks to the High Commissioner for Canada; to the Colonization and Transportation representatives of the Canadian National and Canadian Pacific Railways, and the Cunard Steamship Company in Great Britain.

APPENDIX

CORRESPONDENCE

Year	Received	Sent Out
1949	5,204	5,678
1950	5,587	7,151
1951	7,807	8,733
1952	10,751	11,210
1953	12,458	14,059
1954	8,627	9,870
1955	11,046	11,254

NUMBER OF EMIGRANTS INTERVIEWED

1949	1950	1951	1952	1953	1954	1955
875	1762	2224	3459	3569	1798	1103

NUMBER OF APPLICATIONS RECEIVED

1949	1950	1951	1952	1953	1954	1955
540	545	1001	1449	1520	841	323

MARITAL STATUS OF APPLICANTS, 1955

Single		Married or Heads of Households	Wives	Children		Total
M	F			M.	F.	
85	54	180	168	106	98	691

KNOWN UNITED KINGDOM EMIGRANT DEPARTURES

1949	1950	1951	1952	1953	1954	1955
2202	1216	2213	3320	3683	3465	1456

CLASSIFICATION OF APPLICANTS

Year	Agricultural	Clerical	Executive and Professional	Trades	Semi-Skilled or Unskilled
1949	76	75	76	212	101
1950	20	93	123	225	84
1951	45	112	161	527	156
1952	18	227	351	689	164
1953	50	236	379	449	406
1954	18	157	230	270	166
1955	6	56	110	113	38

ESTIMATED AMOUNT OF TRANSFERABLE CAPITAL

1949	1950	1951	1952	1953	1954	1955
\$1,196,682	1,250,000	1,805,000	1,915,678	2,096,638	1,401,145	368,540

CULTURAL ACTIVITIES BRANCH

This report is based on the work of the Cultural Activities Branch and its associated boards which are as follows:

ALBERTA LIBRARY BOARD

Miss Louise Riley, Chairman
Miss Flora MacLeod
L. E. Walker
R. E. Gregg
Mrs. W. C. Taylor

ALBERTA DRAMA BOARD

Doug. Homersham, Chairman
Miss Esther Nelson
Gwilym Edwards
Miss Betty Mitchell
Mrs. Marjorie Buckley

COMMUNITY RECREATION BOARD

A. V. Pettigrew, Chairman
Dr. M. L. Van Vliet
Mrs. Rhona Duncan
W. A. Hutton
Rev. T. Buchanan

ALBERTA MUSIC BOARD

Prof. R. S. Eaton, Chairman
H. G. Turner
Rt. Rev. R. J. Pierce
Geo. Nechkin
H. P. Buchanan

ALBERTA VISUAL ARTS BOARD

Prof. H. G. Glyde, Chairman
Mrs. P. J. A. Fleming
F. D. Motter
E. E. Poole
Irwin Wesley

ADVISORY BOARD COMMITTEE ON OBJECTIONABLE PUBLICATIONS

Mrs. A. J. Maure, Chairman
Mrs. L. B. Fisher, Vice-Chairman
Mrs. P. Srigley
Robert Block
Francis O'Hara
John Dutton
Mrs. Marjorie K. Stiles

During his tenure of office the former Co-ordinator acted as editorial adviser in the production of the Alberta Golden Jubilee Anthology, as well as assisting in the arrangements to tour choral and drama groups within the Province as a part of Jubilee celebrations.

The quarterly newsletter "Leisure" has been continued, carrying news of cultural activities to a mailing list of eight hundred.

The report of each Board follows.

DRAMA BOARD

Four Drama Board meetings were held during the year. Scholarships to study at the Banff School of Fine Arts 1955 session were made to the following:

1. Mrs. T. Whyte, Edmonton	\$250
2. J. LaFortune, Edmonton	150
3. Miss G. Valli, Brooks	75
4. Miss M. Polack, Calgary	75
5. Mrs. M. Waters, Lethbridge	75

Judges were chosen to select the prize winning entries in the Golden Jubilee Playwriting Competition and the following award winners were named:

1. Mrs. Margaret Stobie, Winnipeg	\$250
2. Bernard H. Knight, Fort Lambton	250
3. Mrs. Beryl Rowland, Calgary	250

A grant in the amount of \$1500 was forwarded to the Alberta Drama League for grants and scholarships.

A questionnaire was prepared and mailed by the Cultural Activities

Branch to drama producers throughout the province to give the drama office a detailed list of all groups at present active throughout the province.

Jack McCreath was appointed Drama Supervisor for Alberta, effective November 15th, 1955.

In early December brief visits were made to drama groups in the southern parts of the province so that Mr. McCreath could acquaint himself with the opportunities and problems existing in the drama field in Alberta.

VISUAL ARTS BOARD

The Visual Arts Board held three regular meetings during the year and in addition three special meetings in connection with Jubilee activities which the Deputy Minister attended. The individual members continued their close contact with the branch. During the year Wesley Irwin was appointed to the Board.

On the recommendation of the Board the following scholarships were awarded:

Rolf Ungstad, Ponoka	\$250
Walter Drahanchuk, Calgary	100
Janet Martin, Calgary	50
W. R. Hinman, Turner Valley	100

On the suggestion of the Board eight paintings selected for reproduction in the Jubilee Anthology were purchased by the Golden Jubilee Committee to form the basis of a permanent provincial collection.

The Board recommended the award of scholarships valued at \$200 each in weaving, pottery and leatherwork. Other proposals recommended a series of lectures in design; continued buying of pictures; the opening of more craft centres; and the preparation of additional booklets of instruction in the various crafts.

During the year the collection of French Impressionist Prints were sent out on tour. Another collection of Italian Religious Prints were obtained from Britain and are now ready for framing. Arrangements were made for the Southern Area Office to prepare a collection of pictures to tour the southern circuit.

The arrangements for the Alberta Visual Arts Board Competitions, both spring and fall, were made by the Branch, and notices were sent to artists and craftsmen as well as the various art centres. The response was good and entries were displayed during "Albertacraft 1955".

HANDCRAFT COMMITTEE

R. Martland, Chairman
Ralph R. Moore
C. R. Pearce
J. E. Oberholtzer
Mrs. Margaret Tewnion, Secretary.

The Handcraft Committee held one meeting during the year, in June, during which the policies and operation in relation to craft centres were review for the year and recommendations made. Directions were given for the gathering of marketing data to assist craftsmen in disposing of their products. Recommendations for scholarships were presented to this meeting.

Plans were made for the continuation of the "Albertacraft" exhibits, while the committee also directed that the Branch proceed with negotiations in several towns interested in the formation of a craft centre.

Scholarships valued at \$200 each were awarded to:

Mrs. Dorothy Sand, Edmonton, Ceramics
Mrs. D. Myrle Didriksen, Calgary, Leatherwork
Mrs. Ann McLean, Blackie, Weaving

The following additional scholarships were approved:

Mrs. Mina Gourley, Edson, Weaving	\$250
Mrs. Marion Martin, Beaverlodge, Weaving	125
Mrs. Sylvia Cassady, Camrose, Ceramics	250
Mrs. McFadzen, Beaverlodge, Ceramics	125
Mrs. Irene Broderson, Red Deer, Ceramics	250

All of those named attended the summer session of the Banff School of Fine Arts on the understanding that they would act as instructors on return to their respective centres.

During 1955 craft centres were established at Red Deer and Grande Prairie; centres were already operating in Beaverlodge, Willingdon, Edson, Rocky Mountain House, Camrose and Edmonton. The Camrose centre has undertaken the most ambitious program to date, acquiring its own building. In Edmonton the centres sponsored by the Edmonton Rehabilitation Society and the Edmonton School of Pottery are obtaining good results.

As in previous years "Albertacraft 1955", a handcraft show, was held during March in the Museum of Arts, with the co-operation of the Edmonton Potters' Guild and the Edmonton Weavers' Guild. Entries were received from Alberta craft centres and various exhibits from eastern Canada. The show eclipsed those of former years in the number of exhibitors, the quality of exhibits, and attendance.

Activities of the Supervisor included the assembling of the exhibition of craft items displayed at the Edmonton Public Library; the organization of the Alberta craft centres display at "Albertacraft 1955"; and the visiting of craft shops in connection with marketing problems. Demand continued for the booklet "Craft Centres in Alberta" and a new instructional booklet entitled "Weaving You Can Do" was prepared to assist the novice weaver. A new monthly newsletter called "Albertacraft Newsletter" was published for the first time in September to go to all members of craft centres.

In order to provide assistance to the full time instructors, Mrs. Dorothy Callen and Max Brandly, arrangements were made for Mrs. Olga Manasterski of Willingdon and Mrs. Galina Koddo of Edson to take courses in ceramics at the Banff School of Fine Arts to prepare them for field teaching assignments.

MUSIC BOARD

During 1955 the Music Board began a survey of music conditions in the Province along the lines of that conducted in 1947. It is the intention based on this to establish two or three experimental "zones" each with a committee or council which would direct and organize musical matters within its borders—e.g. the promotion of concerts of local or other artists, and the recommendation of young people considered worthy of encouragement, etc.

The problem of finding music teachers for small towns and rural areas remains difficult. The Department did, however, succeed in finding teachers for Wetaskiwin and two rural "circuits".

Five scholarships were awarded by the Department, each to the value of \$250. Those receiving these awards were: Geraldine Mason of Edmonton, Dollyanne Thachuk of Edmonton, Paul Bourret of Lethbridge, Miss Alexandra M. Munn of Calgary, Miss Sylvia M. Webb of Edmonton.

The Chairman of the Board and supervisors of all divisions met during the year to discuss present and future policy. Points emanating from this conference having to do specially with the music division were:

- (a) That a cultural activities committee be set up in designated zones.
- (b) That a "blueprint" of future activity and past accomplishment be prepared for distribution at a combined board meeting.
- (c) That an estimate of the cost of proposed projects over a five-year period should be prepared.
- (d) That Kay Greene, Extension Lecturer in Music at the University and ex officio member of the Music Board, bring the 1947 survey up to date. Mr. Greene is working on this at the present time.
- (e) That "Maytime in Alberta" should be revived and other musical groups sent on tour.
- (f) That the organization and execution of the projects referred to in the foregoing (where they concern that part of Alberta south of an east-west line through Red Deer, not inclusive) should be assigned the Supervisor, Southern Area.

In 1955 applications for music scholarships showed a considerable increase. Whereas in previous years two or three applications were received for the four available scholarships, this year's applications numbered 33. This creates a more difficult task for the Board.

The record library provided a much increased service this year, particularly for teachers. "Listening Groups" for whom the service was originally designed have practically disappeared. The demand, however, has called for a number of records not at present carried and resulted in a good deal of wear and tear which will call for replacements. Under the former heading the Board will have to consider a systematic course of study, as teachers' record requirements are less haphazard than they were seven or eight years ago.

In addition to the Department scholarships, the Department made a grant of \$1,000 to the Western Board of Music to be distributed in ten scholarships of \$100 each.

ADVISORY BOARD ON OBJECTIONABLE PUBLICATIONS

Mrs. A. J. Maure, Chairman
Mrs. L. B. Fisher, Vice-Chairman
Mrs. P. Srigley
Robert Block
Francis O'Hara
John Dutton
Mrs. Marjorie K. Stiles

This Board conducted an intensive investigation into the sale throughout the province of publications which might be classed as objectionable in their effect on children, and a report on their findings is to be submitted to the Government.

LIBRARY BOARD

The administration of The Public Libraries Act and the development of public library service in the Province is promoted jointly by two agencies—the Alberta Library Board and the staff of the libraries' section of the Cultural Activities Branch. It has appeared evident since the appointment of a public library supervisor (September 1954) that the Board is now assuming its true role as an advisory body on library development, leaving administrative and consultative work more to the supervisor than formerly.

The pattern is now being set so that the office of the library supervisor will concern itself with the practical problems of transforming the ideas of the Board into more positive action.

At the five regular meetings of the Library Board the members were concerned mainly with the problems of a large-range policy of library development, the drafting of a new Libraries Act, and public education on library service. A special meeting was called by the Library Board for November 2nd at which representatives from the Department of Education, Department of Economic Affairs, University of Alberta, and Provincial Library discussed various aspects of library growth in the Province. As a direct result of this meeting a permanent liaison committee may be formed to co-ordinate library service on a government level.

Two library scholarships of \$250 were approved by the Board. The recipients were: Miss Olga Shklanka of Thorsby; and Bohdan Kazymyra of Edmonton. Both expect to return to the Province after completing post-graduate degrees at accredited schools of librarianship.

In May the Board, in co-operation with the Extension Department of the University of Alberta and the Alberta Library Association, conducted the annual four-day short course to train community librarians. Special arrangements were also made to encourage additional community librarians to receive training in large public libraries.

The Board approved arrangements for 40 libraries across Alberta to sponsor the exhibition of books on community planning prepared by the Alberta Division of the Community Planning Association of Canada. The Alberta Library Association and the Extension Library of the University of Alberta were co-sponsors.

Greatest progress during the year was made in the field of library legislation. A committee of the Board made a thorough study of the library laws, library grant structure and library organization of all provinces of Canada. Members of the Board worked closely with the supervisor in drafting new legislation.

The greater part of the time spent by the supervisor during 1955 was concerned with preparing a Preliminary Report on Library Service in Alberta, a fifty-page outline designed to point out the pathway which Alberta library development might profitably follow. In brief, it was designed to evaluate present library service, explain the large-unit library, design such a plan for Alberta, and recommend what action could conceivably be taken. This report, together with the Alberta Library Board's study of library service across Canada, formed the basis for new proposed legislation.

During the year the supervisor visited 70 libraries, gave 17 public talks, was heard on five radio broadcasts, addressed five annual meetings, and held twenty consultations. The supervisor advised on the construction or remodelling of four library buildings and was called for advice by the councils of five towns and villages.

The supervisor took an active part in promoting the Short Course for Community Librarians held at the University of Alberta. In July a workshop for nineteen librarians of the central Alberta area was held at the Composite High School, Red Deer. In addition, regular assistance was given to the librarians of Lacombe Regional Library re book selection, processing, school service, and the development of branch libraries.

Also, a statistical report was prepared and sent to all libraries so that necessary records re library service in the Province will be available. To improve standards in small libraries, special book-selection aids have been



Staff of the 1955 Recreation Leadership School in Red Deer.

made available by the office on a loan basis. A special supplement listing and annotating latest children's books is in preparation.

At present there are 26 municipal libraries in the Province plus 11 recognized branches of city libraries. Community libraries number 106; another 25 such units are incorporated into the regional libraries, namely: Barrhead and Lacombe. Two libraries were closed during the year. On the other hand, nine association libraries, mainly in central Alberta, were opened to serve small communities.

Library development in Alberta will show an upward trend in 1956.

COMMUNITY RECREATION BOARD

Prior to April 1st, 1955, the Community Recreation Branch operated under Federal-Provincial agreements as the Health and Recreation Branch of the Department of Education.

However, with the repeal of the National Physical Fitness Act, effective April 1st, 1955, the Federal Government terminated its participation in the activities of the branch which then became solely a provincial responsibility.

On April 1st, 1955, the Health and Recreation Branch was transferred from the Department of Education to the Department of Economic Affairs where it was established as the Community Recreation Branch. In June 1955 a Community Recreation Board composed of five persons was established.

As this is the first report of the Community Recreation Branch under the Department of Economic Affairs, an explanation of the operations of the Branch is given in detail.

LEADERSHIP TRAINING

A. **Recreation Leadership School:** A Recreation Leadership School was held at the Red Deer Composite High School July 4th to 30th, 1955. It was attended by 155 candidates representing 63 Alberta communities.

Candidates to the Leadership School must be at least seventeen years of age, physically fit and willing to provide leadership in recreational activities when they return to their communities. Trainees are sponsored to the school by local recreation authorities or community organizations who agree to assist them in organizing community activities following the leadership course.

Leaders in training are offered intensive instruction in principles of recreation, administration, group games, creative drama, elementary crafts, square and social dances, team and individual sports, clubs and hobbies, swimming, rhythmic, keep fit, gymnastics, community singing and social recreation.

Upon successful completion of the four-week course Leaders are granted interim Recreation Leaders' Certificates. Permanent certificates are issued after completion of satisfactory field work and four weeks further training. In 1955, 36 permanent certificates and 111 interim certificates were granted to Recreation Leaders.

B. **Playground Leaders' Short Course:** As a service to smaller communities and to encourage supervision of play areas, a one-week playground leaders' course was held the latter part of June.

Candidates attending the course received instruction in games, handicrafts, story-telling, drama, community singing, team sports, playground administration and leadership techniques. A total of 38 candidates from 14 communities attended the course. No certification is granted for the Playground Course.

C. **Coaching Clinics:** During 1955 three-day coaching clinics were offered in track and field, hockey and badminton. The courses were held in Red Deer during Easter and over the Remembrance Day week-end. Clinics of a similar nature in these and other sports are very much in demand.

D. **Provincial Recreation Institute:** A second Recreation Institute, sponsored in co-operation with the Alberta Recreation Association, was held at the Red Deer Composite High School December 28th to 30th. A total of 105 persons attended.

Dr. E. J. Tyler of Brandon College who was brought in as guest speaker and recreation consultant contributed greatly to the success of the Institute.

LEADERSHIP TRAINING STATISTICS

The following is a breakdown of candidates and communities represented at the Board's courses: Recreation Leadership School, 155 candidates representing 63 communities; Playground Leaders' Course, 38 candidates representing 14 communities; Coaching Clinics: Track and Field, 44 candidates representing 26 communities; Badminton, 16 candidates representing 8 communities; Hockey, 36 candidates representing 19 communities; Provincial Recreation Institute, 105 candidates representing 20 communities.

ACTIVITIES

A. **Recreation Centres:** Recreation centres (classes) were conducted in 91 communities by 233 Leaders during the year. Leaders received remuneration through the Community Recreation Branch (on a part-time employment basis) for the leadership services they provided in authorized centres.

Recreation centres were operated for all ages, pre-school to adult. However, the majority of centres were for school-age groups.

Popular activities for school-agers included gymnastics (tumbling, balancing, vaulting), group games, tap, square and social dancing, crafts, creative drama, rhythmic, team sports and community singing.

Adult groups throughout the province participated in volleyball, badminton, swimming, keep-fit exercises, square and round dancing, crafts and recreational games.

In addition to Recreation Department and local community organizations, Leaders' services were made available to children's homes, homes for delinquents, Indian schools, and private organizations such as Boys' Clubs, Y.M.C.A.'s and Y.W.C.A.'s.

In September 1955 Leaders' services were withdrawn from Y.M.C.A. and Y.W.C.A. programs, because it was felt that these organizations charged sufficient fees to pay their own leaders. However, leadership training opportunities are available to them.

STATISTICS

Number of leaders active	233
Number of sessions held	8,671
Total participant attendance	160,660
Communities participating (see Appendix "A")	91

B. Consultative and Supervisory Service:

During the year the Director visited many Leaders in their centres giving them assistance where necessary. Information and advice on community recreation problems were provided on request. Where possible field trips were made to the Communities concerned. However, most enquiries had to be handled by correspondence due to lack of staff.

C. Publications:

A monthly newsletter and information leaflets on the various leadership courses were distributed to Leaders and interested community organizations.

Publications from the National Fitness Division were distributed free of charge to organizations and individuals requesting them.

Interested persons made increasing use of books borrowed from the Community Recreation Branch library.

TRENDS AND RECOMMENDATIONS

1. Many communities urgently require recreation leadership on a full-time basis, and are looking to the Provincial Government for assistance. It is recommended that this need be met by changing the present policy of direct remuneration to leaders to one of community grants for full and part-time leadership.

2. The need for trained recreation personnel continues to increase. The centralized training schools at Red Deer can no longer meet this need and it appears that, in addition to these schools, district short courses must be given consideration.

The shortage of trained full-time personnel is acute. This shortage might be relieved if the University were to consider a one-year recreation course to be taken upon completion of either a Physical Education or Arts degree.

FILM AND PHOTOGRAPHIC BRANCH

The following is a comprehensive report of the various activities of the branch during the year 1955.

BLACK AND WHITE STILL PHOTOS

Because of the many and varied activities connected with Jubilee year "still" photographers were kept busy. Some 800 to 900 photos were taken on Jubilee celebrations alone—Jubilee caravans, stage coaches, presentations of medallions, scrolls and anthologies.

From the above and regular assignments for government departments, as well as previous years' negatives, a total of 16,023 photos were produced, in size 8x10 inches. These were supplied mainly to newspapers and periodicals throughout Canada, the United States and elsewhere. The branch contributed to such leading publications as local, daily and weekly newspapers; Toronto Star; Western Business and Industry; Public Works in Canada; Farm and Ranch Review; World Oil, and to the foreign publications, New York Times, Spokane Spokesman Review, London Daily Mirror, etc.

During the year approximately six thousand still photos were taken which was a considerable increase over the 1954 production.



Sound synchronization work during the preparation of an Alberta movie.

COLOR STILL PHOTOS

The expense involved in the production of hand-colored framed photos has caused concern over the past years and a very careful check has been kept on the distribution during 1955. Altogether some 500 enlargements of 11x14 inches and over have been made. Of this number approximately 300 were colored and framed for public display. The entire production of these photos was carried out by government staff including the framing which was done by the Department of Public Works.

Quite frequently newspaper reports of new school openings in Alberta have been illustrated by a photo of Departmental officials presenting one of our pictures to the school. Over 100 pictures were presented in this way.

Five hundred "stills" in natural color were taken for such publicity as the government calendars, tourist booklets, etc. A number of these were supplied on loan to illustrate color features on the Calgary Stampede, the oil industry and other stories.

In order to give adequate photographic coverage to the southern part of the Province a new Calgary office was opened during 1955. Mr. W. D. Marsden was assigned to this office and his work now includes all types of general photography as well as motion pictures. This move has resulted in a saving in both time and money and the fact that a government photographer is now resident in our second largest city is appreciated by all Departments.

MOTION PICTURES

The year 1955 had a special significance for the Film and Photographic Branch since it was the year in which we made our first entries to the Canadian Film Awards, a nation-wide competition to choose the top Canadian films. Of the three films entered, "Gift of the Glaciers", "Skyline Trails" and "Don't Drown", two received very high praise while "Gift of the Glaciers" received the first award for government-sponsored films throughout Canada. The award was granted for general excellence, film planning and production.

The weather during the past summer was particularly conducive to good motion picture production and it is estimated that some 25,000 feet of film were taken.

Two films were released during the year—one a government production in its entirety entitled "From Egg to Egg" and the other a twenty-minute tourist film purchased by the Department from a group of Ontario youths and entitled "Stampede to Snowcaps". "From Egg to Egg" was produced by the Department of Agriculture. "Stampede to Snowcaps" follows a group of boys from Upper Canada College through their enjoyment of the Calgary Stampede and their adventures in the Banff region. Except for titles the film was produced by the boys themselves and shows Alberta as the tourist sees it. The film was purchased at a bargain price and gave us a new tourist feature for general release. Ten prints of this film are already in circulation.

The branch directed its efforts to two major productions during the summer. These are "A Record of Our Jubilee" and "This is Alberta", a documentary on Alberta's past and present progress.

All government activities in connection with Alberta's Golden Jubilee were filmed and wherever possible a photographer was present at local celebrations. Almost 9,000 feet of film were consumed on this project and it

is expected that a documentary in the neighborhood of 45 minutes' duration, in color, and with sound sequence will be released early in 1956.

Several other productions had to be shelved during the summer to give precedence to the above. Some of these were "Native Animals of Alberta" and "Bird Hunting in Alberta". It is hoped that these will be released in 1956.

Some smaller projects were undertaken for public information or publicity in a worthwhile cause. Two of these were the demonstrations in connection with the car rodeo finals at the Legislative Building and the free camp for diabetics held at Lake Wabamun each summer.

Our distribution of Alberta Government productions covers most of the north-western states, while our films are also housed in specialized libraries in New York, Chicago, San Francisco and Los Angeles. Over one hundred prints of the following films are now in circulation throughout the States and the British Empire: Gift of the Glaciers, Skyline Trails, Alberta Vacation, and Autumn in Alberta. Some of these have found their way to such countries as Sweden, New Zealand, etc. During 1955 the National Film Board of Canada extended their usual courteous service to us by handling our films through their travel libraries in the United States.

TELEVISION

The demand for television material increased during the year and special efforts were made to place our productions before the public through this medium. Our tourist films have received a very gratifying reception over American stations in New York, Spokane, San Francisco, Los Angeles, Denver, Cape Girardeau, Mo.; Topeka, Kas.; Decatur, Ill.; Pittsburgh, Pa.; Idaho Falls, Idaho; Macon, Georgia; Evansville, Ind.; Fort Lauderdale, Fla.; Steubenville, Ohio; Holdrege, Neb.; Wichita, Kas.; Rochester, Minn.; Tucson, Ariz.; Sioux Falls, S.D.; Birmingham, Ala.; Lake Charles, La.; and Orlando, Florida. Here again the National Film Board and the Canadian Travel Industry have assisted by having ten black-and-white prints of each of our subjects released in the United States.

Canadian stations which have transmitted our films over TV are as follows: CFRN Edmonton, CHCT Calgary, CHCH Hamilton, CJIC Sault Ste Marie, CFPL London, CFQC Saskatoon, CBHT Halifax, CKLW Windsor, CKSO Sudbury and Rediffusion Incorporated, Montreal.

It is the intention of the branch to begin production specifically for television early in the new year.

FILM LIBRARY

The film library controlled by this branch is made up of all government films except those maintained specifically for the use of schools. During the year 1,200 shipments were made from this section. Distributions are made free of charge.

ART

Mr. A. Roberge, a graduate of the Calgary School of Technology and Art, replaced Miss Lillian Clapp who resigned to journey to Paris to continue her art studies. Besides the regular displays in Edmonton, Calgary and Fort Macleod our staff artist produced the following: all working drawings for

the Indian and School medallions in connection with the Jubilee; various types of certificates for government departments; displays for conventions in Chicago, Canadian Restaurant Association and others; titles for motion pictures; floats for the Calgary Stampede, Edmonton Exhibition and the Grey Cup parade; various posters and letterheads and diplomas.

MISCELLANEOUS

Co-operation between this branch and the local and national office of the National Film Board was maintained during the year at a very high level. Each year a meeting is held between the Film Board and various Provincial agencies, including ourselves. We assist at these meetings in the organization and filming of documentary films at various resort centres and because of complete co-operation among all concerned tourist showings in 1955 showed a marked increase.

Again, in co-operation with the National Film Board, film showings were exhibited at the Calgary Stampede and at the Edmonton Exhibition. The equipment and premises in each case were supplied by the Alberta Government and staffed by members of the National Film Board.

It is important to note our relations with commercial photographers in the province continue on a high plain and because of policies rigidly enforced by this branch no serious disagreement has occurred with commercial photographers because of our work.

Equipment such as generators, screens and projectors have been loaned to other Departments of the government during 1955 whenever possible and some eighty film showings were managed by members of the photographic staff outside of regular working hours. The preview theatre in the Legislative Building was used during the year by many government departments at various times.

INDUSTRIAL DEVELOPMENT BRANCH

In accordance with the Act Respecting Industrial Development (Chapter 39, 1952) the object of the Branch is to encourage and assist in the establishment of manufacturing industries in the Province, and in the extension of existing manufacturing industries.

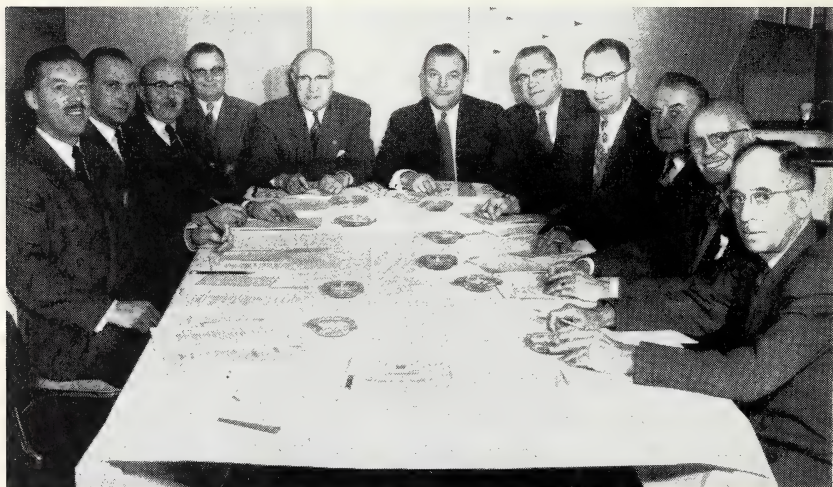
The Industrial Development Branch extends every service possible to industry and this service has been appreciated by company management.

Construction work during the past summer maintained a high level, but unfortunately due to our early winter, work on some projects was curtailed. Construction on other projects scheduled to start in the fall, had to be delayed until the spring of 1956. When conditions are satisfactory a large number will be employed on constructing new projects early in 1956.

The Premier Steel Mills Ltd., a new development which was reported last year, completed its plant late in 1955 and is in production, producing steel reinforcing rod and other types of steel bars. Approximately 130 persons are employed. Steel scrap purchased from Alberta companies and farmers is used as a raw material for this operation.

Inland Cement Company Ltd. will be in operation early in 1956. The company has increased the capacity of the plant, raising the capital expenditure from \$7,000,000 to \$11,000,000. A new steel pipe mill now being constructed by the Alberta Phoenix Tube & Pipe Ltd. in the Edmonton area at a cost of \$7,000,000 will produce steel pipe for the oil industry, and the importance of this will no doubt encourage the establishment of smaller industries.

Western Plywood Alberta Ltd. is constructing a \$1,000,000 plywood plant in the Municipal District of Stony Plain, near the City of Edmonton.



The Industrial Development Board, representing cities, towns and the Department of Economic Affairs.

Peeler logs for the manufacture of plywood will be shipped from timber berths in the Lesser Slave Lake area to the Edmonton plant. Logging operations will help supplement the income of residents in the Lesser Slave Lake area.

INDUSTRIAL DEVELOPMENT

Capital expenditure on new industries, new warehouses, additions to existing plants and miscellaneous businesses, amounted to more than \$67,000,000. This is an increase of \$8,000,000 over the 1954 total. Capital expenditure on new industries established during the year totalled over \$48,000,000. (See Appendix I.) Capital expenditure for new warehouses, additions to plants and miscellaneous businesses totalled over \$18,000,000. (See Appendix II.)

Some of the new products that will be produced by the new industries are steel pipe, adhesives, cast iron water pipe, wire nails, fertilizers, plastic pipe and fibre glass.

MEETINGS

A meeting of the Industrial Development Board was held in the City of Lethbridge, December 7th and 8th, and industrial representatives for our cities and the Town of Ponoka, attended. Several ideas on industrial promotion were discussed and action will be taken by the Branch during 1956 to encourage industrial and other business developments in the smaller areas.

The Director, with the Hon. A. R. Patrick, attended the Provincial Governments Trade and Industry Council meeting at Quebec City on September 27th and 28th. Representatives from all Provincial Governments on a ministerial and deputy minister level, were in attendance.

INDUSTRIAL PROMOTION

The Director, while on a trip to eastern Canada to attend a meeting in Quebec, visited industrialists in Montreal, Toronto, Hamilton, London, Sarnia, Brantford, Brockville and St. Catharines. Several encouraging contacts were made, and general information and surveys were made for companies interested in establishing in Alberta, and two large developments should be finalized shortly.

A number of enquiries are still being received from industrialists in the western part of the United States and West Germany. Two recent cases of foreign capital investment in the province are the new plant of Inland Cement Company, partly financed by Belgians, and the new steel pipe mill of Alberta Phoenix Tube & Pipe Mill, partly financed by German interests.

GENERAL

The Branch did considerable work on the Jubilee celebrations held in 1955, some members taking an active part in arrangements and assisting the towns and villages with their local celebrations.

It is expected 1956 will be a busy year for the members of the Branch, as the Immigration work has been incorporated with Industrial Development activities.

CONCLUSION

The Industrial Development Branch wishes to thank the chartered banks, Alberta companies, the Research Council of Alberta, Departments of Government both Federal and Provincial, the Chambers of Commerce and Boards of Trade, and all others who co-operated and gave assistance to the Branch during the year.

NEW INDUSTRIES (APPENDIX I) 1955

Company	Location	Type of Manufacturing	Cost	No. of Employees	Remarks
Alberta Phoenix Tube & Pipe Ltd.	Edmonton Area (MD Strathcona)	Steel Pipe	\$ 7,000,000	125	Plant under construction
American Marietta Co. of Canada Ltd.	Edmonton Area (MD Stony Plain)	Phenolic Resin Adhesives	350,000	16 est.	Plant under construction
Anthes-Imperial Ltd.	Calgary	Cast Iron Water Pipe	2,000,000	75	Site purchased, const. to start this spring
Anchor Wire Co. Ltd.	Edmonton Area (MD Strathcona)	Wire Nails	25,000	3	Rented building
Alberta Gems Ltd.	Brooks	Potato Products	140,000	10 est.	Purchased building
Alexander Bag & Barrel Co. Ltd.	Edmonton	Recondition Steel Drums	75,000	5	In operation
Alberta Canning Co. Ltd.	Magrath	Vegetable Canning	525,000	30 (Seasonal)	New plant
Commercial Egg Processors Ltd.	Red Deer	Egg Processing	100,000	15 est.	New plant, completed
Commercial Woodcrafts	Edmonton	Pre-fab Houses and Commercial Fixtures	40,000 est.	20 est.	New plant, completed
Canadian Gulf Oil Co. Ltd.	Pincher Creek	Gas Processing	4,000,000 est.	40 est.	Construction to start this spring
Canadian Gulf Oil Co. Ltd.	Nevis	Gas Processing	3,000,000 est.	23 est.	In operation
Christensen Garment Mfg. Ltd.	Edmonton	Garments	25,000 est.	15 est.	In operation
Carry, C. W. Ltd.	Calgary	Steel Fabrication	75,000 est.	15 est.	In operation
Great West Brick & Tile Ltd.	Calgary	Ornamental Brick and Tile	40,000 est.	8 est.	Under construction
Imperial Lumber Co. Ltd.	Grande Prairie	Planing Mill	125,000 est.	30	Construction to start this spring
Imperial Oil Ltd.	Redwater	Gas Processing	3,000,000	20 est.	Plant completed
Jubilee Beverage Co. Ltd.	Red Deer	Beverages	40,000 est.	10 est.	Plant completed
Mitchell Paraffin Scrapers Ltd.	Edmonton	Paraffin Scrapers	30,000 est.	8 est.	Plant completed
Marsh Instruments & Valve Co. (Canada) Ltd.	Edmonton	Instruments and Valves	25,000	6 est.	Plant completed
Nuco Refinery Ltd.	Lloydminster	Oil Processing	450,000	18 est.	Plant completed
North Star Oil Ltd.	Grande Prairie	Refinery	2,500,000	35 est.	Plant under construction
Northwest Nitro Chemicals Ltd.	Medicine Hat	Fertilizers	23,000,000	300	Plant under construction
Poly Chemical Industries Ltd.	Edmonton Area (MD Strathcona)	Plastics	225,000	15 est.	Plant under construction
Perma Tubes Ltd.	Edmonton	Fibre Conduit and Containers	35,000 est.	10 est.	Plant completed
Precasting Machinery Ltd.	Lethbridge	Machinery	60,000 est.	10 est.	Plant completed
Plastic Industries Alberta Ltd.	Edmonton	Plastic Pipe	40,000 est.	8 est.	Plant completed
Publishers (Southern Alberta) Ltd.	Lethbridge	Printing	50,000 est.	6 est.	Plant completed
Peace River Glass Co. Ltd.	Ft. Saskatchewan	Fibre Glass	800,000	30 est.	Plant completed
Safe-T-Millwork	Calgary	Millwork	50,000 est.	10 est.	Plant completed
South Side Ornamental Iron Works	Edmonton	Iron Railing	25,000	5 est.	Plant completed
Wood, G. H. Ltd.	Calgary	Cleaning Compounds	45,000	8 est.	Construction to start in the spring
Western Plywood Alberta Ltd.	Edmonton Area (MD Stony Plain)	Plywood	1,000,000	300 (200 seasonal)	Under construction
Total			\$48,895,000	1229	

EXTENSIONS TO PLANTS AND WAREHOUSES—NEW WAREHOUSES AND MISCELLANEOUS BUSINESSES (APPENDIX II)—1955

Company	Location	Type of Business	Cost	Remarks
Allied Chemical Services Ltd.	Calgary	Chemicals	\$ 20,000 est.	Addition to plant, completed
A.I.M. Steel Products	Edmonton	Steel Fabrication	300,000	New plant under construction
Capital Building Supplies Ltd.	Edmonton	Millwork and Building Supplies	150,000	New plant and warehouse, completed
Calgary Brewing & Malting Co.	Calgary	Beverages	50,000 est.	Addition to plant
Commercial Printers (Calgary) Ltd.	Calgary	Printing	65,000 est.	New plant
Canadian Chemicals Ltd.	Edmonton Area (MD Strathcona)	Chemicals	350,000	Addition to plant
Corrugated Concrete Pipe (Alberta) Ltd.	Edmonton	Concrete Products	250,000	New plant to be completed in 1956
Calgary Structural Steel Ltd.	Calgary	Steel Fabrication	75,000	New plant
Croise Curran	Edmonton	Pipe Line Equipment	100,000	New warehouse and office
Cameron Iron Co. Ltd.	Edmonton	Machine Shop and Assembly	120,000	New plant, purchased site, construction to start in the spring
Excelsior Refiners Ltd.	Lloydminster	Oil Refinery	250,000	Addition to plant
Ellison Milling & Elevator Ltd.	Lethbridge	Flour Mill	200,000	Addition to plant and renovations
Ford Motor Co. of Canada	Edmonton	Automotive	1,000,000	New parts warehouse, construction to start early in 1956
Grande Prairie Lumber Co.	Grande Prairie	Lumber Mill	75,000 est.	Addition to plant
Hudson Paper Co. Ltd.	Edmonton	Paper Products	104,000	New warehouse and office
Hudson's Bay Co.	Calgary	Department Stores	5,000,000	Addition to store and Parkade
Inland Cement Co. Ltd.	Edmonton Area (MD Stony Plain)	Cement	4,000,000	Addition to present construction of new plant
Northern Plywoods Ltd.	Grande Prairie	Plywood	200,000	Addition to plant
Pedlar People Ltd.	Edmonton	Metal Products	100,000 est.	Purchased site (6 acres) for warehouse
Riverside Iron Works Ltd.	Calgary	Steel Fabrication	60,000 est.	Addition to plant
Security Cartage & Storage Ltd.	Edmonton	Cartage and Storage	150,000	New warehouse, completed
Simpsons-Sears Ltd.	Calgary	Department Store	2,500,000 est.	New store and warehouse
Simpsons-Sears Ltd.	Edmonton	Department Store	2,500,000 est.	New store and warehouse
Union Tractor Ltd.	Edmonton Area (MD Strathcona)	Industrial Equipment	500,000	New warehouse, service and sales building
Western Chemicals Ltd.	Duverny	Caustic Soda and Chlorine	75,000 est.	Addition to plant
Total			\$18,194,000	

IMMIGRATION BRANCH

The immigration policy in 1955 followed that of the latter part of 1954, when at the beginning of the year, Alberta, in common with the rest of Canada, experienced an unemployment situation more widespread than experienced in recent years. To avoid any aggravation of the situation it was decided that the provincial immigration program proceed warily and only allow the admittance of those whose services could readily be utilized within the province. In this category were included doctors, teachers, nurses, engineers, craftsmen and other professional and skilled persons.

APPLICATIONS FOR STATISTICS

The number of applications received and screened by Alberta House and the Immigration Branch in 1955 totalled 322. These applications involved 139 single persons, 348 married persons and 203 children. Funds available for transfer by 1955 applicants amounted to the equivalent of \$368,500. The known number of departures from the United Kingdom to Alberta in 1955 totalled 1,447. A breakdown of these follows:

January	32	July	42
February	54	August	181
March	133	September	189
April	190	October	102
May	182	November	104
June	42	December	45

Total immigration to Alberta from all sources in 1955 is estimated at 8,500.

Actual placement of British immigrants totalled 203. Besides immigrants from the British Isles the Immigration Branch dealt with many other nationalities which came to Canada under many other agencies. These were registered as undernoted:

OCCUPATION OF APPLICANTS

Accountants	9	Building Contractors	2
Administration	1	Bus Drivers	2
Agriculture Engineer	1	Butchers	2
Agriculture Specialist	1	Carpenters	6
Aircraft Engineers	2	Caterer	1
Architects	2	Chemists	3
Assaying	1	Chemical Workers	2
Artists	2	Clerical	24
Army	2	Comptometer Operators	1
Bakers	2	Crane Operator (overhead)	1
Blacksmith	1	Designers	2
Boilermaker	1	Doctors	15
Branch Managers	2	Domestic Help	2
Bricklayers	2	Draughtsmen	16

Dry Cleaner	1	Nurses	18
Engineers:		Office Manager	1
General Engineers	3	Oil Technicians	8
Apprentice Engineer	1	Optometry	1
Chemical Engineers	2	Painters	2
Civil Engineers	6	Panel Beater	1
Mechanical Engineers	2	Physiotherapists	4
Production Engineers	2	Photographer	1
Structural Engineers	2	Plastic	1
Survey Engineers	2	Plate Layer	1
Electrical Engineers	11	Plumbers	4
Farm Workers	6	Police Constables	7
Film Director	1	Printer	1
Fitters	4	Radiographer	1
Geologists	2	Retired	1
Hairdresser	1	Salesmen	5
Hotel Operators	3	Signwriter	1
Insurance Agent	1	Social Worker	1
Journalists	2	Stenographers	7
Laborers	11	Students	4
Lab Technicians	4	Surveyors	1
Lawyer	1	Teachers	46
Locomotive Fitter	1	Technician, Hearing Aid	1
Lumber Buyer	1	Telegraphy	2
Machinists	4	Textile Fitting	1
Mechanics	4	Transport	1
Metallurgist	1	Turner	1
Miners	2	Veterinary	1
Musician	1	Welders	8

SURVEY AND REPRESENTATION

During 1955 the Immigration Branch kept contact with the National Employment Service, Federal Department of Labour and all agencies concerned with immigration as well as employment. The facilities of the Branch were also utilized for the rehabilitation of unemployed coal miners in distress areas. This endeavor was completed near the end of the year.

Indications are that considerable opportunities will exist in Alberta in 1956 for the placement of a larger number of immigrants than could be satisfactorily placed in 1955, and efforts will be put forward to this end by the Industrial Development and Immigration Branch.

PUBLICITY BUREAU

The Publicity Bureau released over 500,000 copies of public information literature in 1955. Included in the above figure were four new booklets, two new road maps, some travel literature and other folders. The total does not include 272,300 copies of the government services publication, "Within Our Borders", which is published monthly with a distribution of more than 22,000 each issue.

The celebration of Alberta's Golden Jubilee required the full attention of the bureau staff. Much valuable publicity was received through the concentrated effort.

Throughout the year the bureau continued to provide an advertising and publicity service to all government departments.

The following is a review of the various activities of the bureau during 1955.

GOLDEN JUBILEE

When the Department of Economic Affairs took over the full responsibility for the organization of the celebration of Alberta's Golden Jubilee, the Publicity Bureau was assigned the job of all promotion, printing and advertising. The director was a member of the working committee and the publicity staff was almost wholly engaged in one form of Jubilee work or another.

A key to the success of the Jubilee was in a well organized publicity campaign. Early in the year, a series of 12 historical articles were written and photographs from the Ernest Brown Collection were selected. These were sent to many Alberta and Canadian newspapers and magazines by the bureau, providing excellent material for features and special editions.

Display material to publicize the Jubilee was made available through large proclamations, posters, meter stamps, display kits, bumper cards, booklets, menu covers and many other publicity media. In addition, special Golden Jubilee crests were designed for use during the celebrations.

Mr. Hugh Dempsey received considerable credit for his excellent work in preparing the Jubilee Caravans and the Fort Macleod Display.

The final publicity effort was the joint official celebration on September 7th of the Province of Alberta and the City of Edmonton. The director had the honour of being appointed Secretary for the Edmonton Jubilee Committee and was responsible for the overall organization and planning of the day's activities which included the unveiling of a monument at the Legislative Buildings, a parade, civic-provincial luncheon, and a pageant.

CLIPPING SERVICE

Services of the bureau's clipping staff were very much in demand in 1955. In addition to providing the regular government departments with their personalized service it was necessary to include in their plans, the complete clipping record of Alberta's Golden Jubilee Celebrations. Every hamlet, village, town and city has been recorded in an alphabetical classification.

Main classifications for departmental use are still totalling 680 with

the individual news items clipped being close to 40,000, not including the Jubilee. To provide this service a staff of two scan, clip, paste and file, news items from more than 100 periodicals, daily, weekly and monthly, as released.

Office files are retained on subject matter of interest to: Alberta House, London, England; Provincial Mental Hospital, Ponoka; Alberta Safety Council; Provincial Statistician; and the Alberta Government Office in Ottawa.

REPORT OF INFORMATION SERVICE FOR 1955

Information Service "supplements", consisting of condensed news stories classified under eight headings, were sent out seven times during 1955. Approximately 204 pages were involved.

First supplement, covering the months of January and February, included an index of all items mailed during 1954. These were inserted in new loose-leaf binders and sent to 61 members of the Alberta Legislature as well as 15 Deputy Ministers.

In addition to the M.L.A.'s and Deputies, the mailing list included 15 Alberta Members of Parliament, certain civil servants and 10 overseas correspondents, most of whom used parts of the material so supplied in publications with which they are associated.

SPECIAL ASSIGNMENTS

Work assigned to this office during the early part of the year included the preparation of a special series of articles for an Alberta weekly newspaper. The series ran for several months in the form of reader advertisements.

Under this heading also comes the preparation of a comprehensive record of Alberta's Jubilee Year. The Film and Photographic Branch, Clipping Service and the Jubilee Office co-operated in this undertaking, which consists of four volumes.

Volume I—Record of plans, Jubilee projects and activities in Alberta communities.

Volume II—Pictorial record of the Alberta Golden Jubilee.

Volume III—Press clippings.

Volume IV—Consists of special Jubilee editions published by the daily and weekly newspapers of the Province.

Copies of the entire record, together with specimens of various items in the Golden Jubilee celebrations will be preserved in the Provincial Archives.

Late in the year the first seven of a new series of articles about the Government of the Province of Alberta was prepared. Designed for radio broadcasting and to give special information about various departments, these were given wide distribution.

TECHNICAL PUBLICATIONS

The bureau continues to receive many requests for special articles on the economic development of the Province of Alberta. These articles, chiefly on industrial development, are written by the bureau staff, approved by the department concerned and then, with suitable pictures for illustration, are forwarded to the publication for inclusion in one of their regular weekly or monthly issues.

INDUSTRIAL ADVERTISING

A program of industrial advertising was approved in 1955 and scheduled in Canadian financial papers and trade publications. Where possible, advantage was taken of special editions providing wide coverage and circulation. Industrial development advertising continues to stress the value of establishing new industry in the province.

Direct mail is still a very valuable medium for the distribution of industrial literature. New enquiries receive prompt attention with a special mailing package and names are added to the mailing list to receive additional information as it is produced. "The Alberta Newsletter", a quarterly publication of the Industrial Development Branch, is prepared by the Publicity Bureau and distributed to this list.

INDUSTRIAL AND HISTORICAL HIGHWAY SIGNS

By the end of 1955 a total of 14 industrial and 12 historical signs have been erected in Alberta. Seven signs were erected during the year. Five historical and seven industrial signs are proposed for the coming year. Of these, two industrial signs are carry-overs from 1955.

TOURIST PROMOTION AND ADVERTISING

A special advertising program of Visitor Promotion was prepared for the Travel Bureau during Jubilee Year. Illustrated ads were scheduled in single column layouts in a selected group of newspapers and magazines whose circulation is concentrated in the Pacific Northwest. Keyed coupons permit a quite accurate record of publication readership and a basis for a continuing advertising program. During 1955 coupon returns were 4,391 from 20 magazines and newspapers. Special tourist articles featured Jubilee attractions and activities planned during the year.

The Alberta display at the Canadian National Exhibition, arranged by the bureau, was part of a co-operative effort with all other Canadian Provinces. Prepared by the C.N.E., the display featured the "Avenue of the Provinces" which was a dramatic 750-foot boulevard in the heart of the Exhibition between the modern \$1,500,000 Food Products Building and the C.N.E. Grandstand. The Provinces' participation on the "Avenue" took the form of dramatic archways 20 feet high, each bearing the coat of arms of the individual Province. Each archway was landscaped. In the centre of the "Avenue of the Provinces" the C.N.E. constructed a modern pavilion and the entire "Avenue" was brilliantly flood lighted and decorated with flags. Travel Bureau literature was distributed from this centrally located booth, shared by all provinces.

A very large program of printing was completed for the Travel Bureau. Holiday Guides, Road Maps, and special Jubilee picture booklets were all part of a bureau program designed to provide colourful travel literature for wide distribution. In all, close to 500,000 pieces were printed.

The annual six-page calendar was printed in Alberta for the first time. Five thousand were distributed at the close of 1955, most of them outside of the province.

DISPLAYS

Monthly displays were prepared for the show case in the Legislative Building rotunda. The bureau also was able to make effective use of a show

window in the Royal Bank of Canada branch at Jasper Avenue and 105th Street until it was relinquished in September.

The Film and Photographic Branch artist, Mr. Al. Roberge, is in charge of designing and arranging the displays as detailed by the publicity bureau.

DEPARTMENTAL ADVERTISING

All government departments were provided with full advertising services during the year. The Institute of Technology and Art was featured in a special student appeal campaign in Western Canada weeklies and dailies.

A new Treasury Branch campaign was scheduled for release in the fall and will continue until the end of February 1956. The 1956 Treasury Branch six-page calendar was produced by the bureau and 2,500 Government office calendars were produced and distributed in 1955.

MASTER FARM FAMILY AWARDS

The annual Master Farm Family Award is a major interviewing and reporting activity of the bureau. Following interviews with award winners, stories are prepared, captions for pictures written and a total of 125 releases of these stories were made. Between 50 and 60 illustrations were clipped from Alberta newspapers and nearly 1,000 lines of publicity. Provincial newspapers and radio stations are most helpful and co-operative in this special feature.

ALBERTA LITERATURE

Over 500,000 copies of public information literature were published by the Publicity Bureau in 1955. Literature requests totalled 6,712 during the year.

WITHIN OUR BORDERS

During the year, the circulation of "Within Our Borders" increased from approximately 18,000 to 22,000 copies and continues to expand at an equal rate. While the majority of copies are distributed within Alberta, a number of copies reach every continent of the world.

As of September 1st, 1955, "Within Our Borders" reverted to a monthly publication to permit a greater selection of material and to allow writers time to more thoroughly cover all parts of Alberta. "Within Our Borders" was a monthly publication from 1948 to January 1st, 1951 and a bi-monthly publication from 1951 to September 1st, 1955. As in previous years, "Within Our Borders" dealt with Alberta Government Services, as well as Alberta scenes and progress.

During the year 1,089 new addresses were added to the mailing list and 588 changes of addresses were made.

THROUGH THE YEARS

The colorful history of fur traders, missionaries, and explorers is related in a new booklet "Alberta Through the Years", produced by the Publicity Bureau.

Written by Hugh Dempsey and reprinted from the Canadian Geographical Journal, the book is divided into three general sections—early history, agricultural progress, and industrial development. It includes such subjects as fur trade, arrival of the Mounted Police, construction of the C.P.R., and inauguration of Alberta.



The government publication "Within Our Borders" rolls off the press.

ALBERTA AT A GLANCE

One of the most widely distributed pieces of public information literature, this folder was completely revised in 1955 and 5,000 copies reprinted. A condensed review of the Province of Alberta is on one side of the same sheet which features a copy of the 1955 official road map.

HISTORICAL REVIEW

Assistance to the Historical Society of Alberta continued in 1955 via financial aid in publishing the quarterly issues of the "Alberta Historical Review". The assistance given in publishing this magazine has played a major part in the recent success of the Society and an upsurge in their membership. The autumn, 1955, number of the "Review" was published for the first time in type-set form, eliminating the previous cumbersome method of mimeographing.

HISTORIC SITES

A revised edition of the publication "Historic Sites of the Province of Alberta" was produced by this bureau.

Revision was done in the interest of accuracy and aesthetic appeal. Many dates and maps required alteration in the light of new knowledge. Much of the text was re-written and some new material added. Deletions in the original text made room for more important material.

The greatest change was made in illustrations.

STAFF

There were some staff changes in the Publicity Bureau in 1955. Mr. S. L. Roberts, "W.O.B." writer and editor, left to take an appointment with the Office of Public Information in Ottawa. Mr. Hugh Dempsey, writer, took over Mr. Roberts' duties and is assisted by Mr. Ken MacCrimmon, a newly assigned writer. Miss Doris Bryenton was transferred from the Jubilee staff at the end of the year and will take over stenographic and writing duties. Floyd Hamilton started service as a mail clerk and during the year acquired considerable training in machine operation.

MISCELLANEOUS

During 1955, the Publicity Bureau continued its program of providing news release service to all departments of government. Such branches as the Fire Commissioner, Cultural Activities, Public Works and others, were able to relay news messages to the public via the Bureau's release system, which has effective contact with daily and weekly newspapers, radio and television stations. Fifty-five releases were prepared during 1955.

Other work performed by writers included editing Alberta sections of encyclopedias, year books, etc., writing industrial articles for trade magazines, financial journals and newspapers, and providing much publicity assistance to magazines and papers writing about Alberta's Golden Jubilee.

Legal advertising is a service provided by the Bureau and during the year 789 legal advertisements were placed in Canadian publications.

The Bureau acknowledges the very close co-operation of the Film and Photographic Branch in providing black and white prints and colour transparencies for publicity purposes.

PUBLIC RELATIONS OFFICE

The past year has been a very active one for the Public Relations Branch of the Department of Economic Affairs.

During the year there were seven large conventions of international scope held in the Province; seven more that were of purely Canadian aspect and nine that were of interest in Western Canada only. In all of these conventions and meetings this office took an active part either by actual attendance or by assisting in arrangements and the distribution of government literature and information. In many instances the government indicated its interest in these conventions by tendering a luncheon or dinner or by assisting convention committees by supplying cash grants to be used to help conduct the convention or meeting.

In addition to the foregoing, this office took part in the Government recognition of such athletic events as the International Inter-Collegiate Ski Meet and the Grey Cup game held in Vancouver.

The province was visited from time to time during the year by dignitaries from other countries and it was the responsibility of this office to assist in welcoming these visitors to Alberta.

In addition to normal duties, the public relations officer was a member



Public Relations Officer R. D. McLean, right, meets visiting dignitaries.

of the Golden Jubilee Working Committee and as such was actively engaged in assisting in arrangements for the Province's celebration of the Golden Jubilee.

A very fine Golden Jubilee menu cover was prepared by the Publicity Bureau and it was the responsibility of this office to see that these were given wide distribution for use at meetings and conventions throughout the Province in addition to the special Jubilee opening of the Banff Springs Hotel during the last week of May 1955.

One of the most successful projects of the Golden Jubilee Working Committee was the promotion of a series of square dance festivals in the province during the month of June. A top grade square dance caller from California was engaged for the purpose and this office was responsible for the arrangements necessary to the holding of the square dance festivals.

In September, the public relations officer assisted during the visit of the Prime Minister of Canada and the Lord Mayor of London, England, as part of our Jubilee celebrations.

On occasion, the public relations officer assisted at functions where senior citizen scrolls were presented and meetings were addressed with the Golden Jubilee as the theme.

SOUTHERN AREA OFFICE

Activity in the Southern Area Office, located in Calgary, was exceptional during 1955. Highlight of the year was the work of rendering assistance in the preparations for Golden Jubilee activities. Some of the highlights undertaken are as follows:

- (a) covered a large part of southern and east-central Alberta to ascertain what local communities had planned relative to Jubilee celebrations and to offer advice and suggestions where possible;
- (b) acted as advance travel agent for Jubilee stage coach between Fort Macleod and Calgary;
- (c) undertook, for last ten days, to manage travelling Jubilee Caravan in southern Alberta;
- (d) acted as a distribution point for Jubilee posters, bumper cards, and other literature;
- (e) represented Provincial Jubilee Committee on City of Calgary Committee and assisted in arrangements for Jubilee Day, September 6th, 1955.

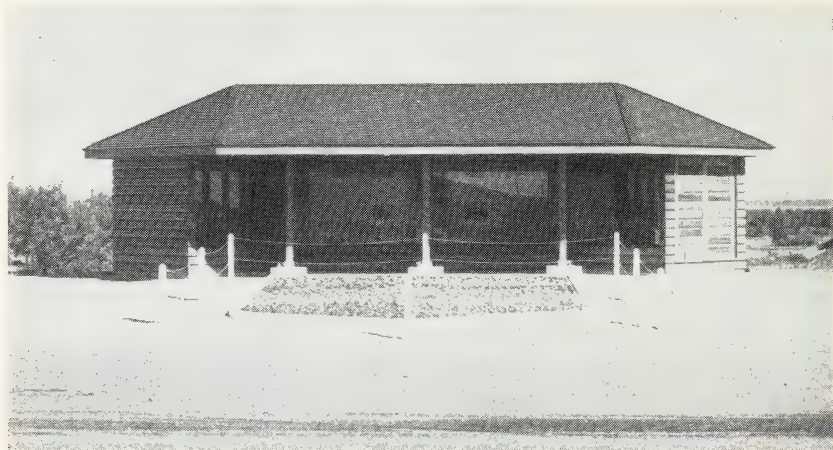
IMMIGRATION

Immigration to southern Alberta showed a decided decrease over 1954. There were 41 applications screened and 66 arrivals recorded. Employment placement shows 36, accommodation 24, and interviews 28.

CULTURAL ACTIVITIES

Two Art Circuits (10th Art Display and the Silk Screen Display) were started in 1954 and completed April 30th, 1955. Both exhibitions were well received and comments very satisfactory.

With the exception of the collection of English water colour paintings



Jubilee display building constructed at the Fort Macleod Information Bureau.

that was on display in December 1955, no new art exhibition was instituted in 1955.

Only a few libraries were visited this year, and all appeared to be in satisfactory condition, with more local interest evident.

TRAVEL BUREAU

Due to the decided increase in our mailing list, travel literature distribution started early in the year. Owing to the late delivery of maps from the printer it was necessary to make two complete distributions, which carried distribution well into June.

Our supply of maps was definitely inadequate to meet all requirements. The request for repeat supplies was exceptionally heavy this year, particularly from motor associations and travel agencies. Many new outlets were added to bring our total mailing list to over 4,000.

We distributed over 508,000 pieces, representing 9,836 individual packages and 250 cartons. The postage for this amounted to \$1,067.91.

TECHNICAL INFORMATION SERVICE

As in the past the Southern Area Office co-operated with the Alberta Research Council by providing office space and stenographic help where necessary in the operation of their Technical Information Service.

PERSONNEL

Interviews were given to 381 applicants for employment in the Government Service on behalf of the Director of Personnel. This is an increase of 95 interviews over last year.

BOARD ROOM

The Board Room in the Alberta Office Building, Calgary, was reserved on 93 occasions during 1955.

MISCELLANEOUS

Film and Photographic Section—A branch office for this section was opened in Calgary on April 1st, 1955, with Mr. W. D. Marsden in charge.

Civil Defence—"Operation Lifesaver" received the co-operation of this office during the Exercise in September of 1955.

Investigations and Welfare—Numerous investigations of a confidential nature were carried out for various branches.

Rental Control—This activity ceased to exist as of March 31st, 1955. However, an average of five or six telephone calls daily continues, with the occasional caller in the office, requiring information of a legal nature.

Mileage—22,779 car-miles were travelled by the staff of the Southern Area Office on behalf of Departmental business.

Films—there were 12 film showings in cities and rural areas, with a total attendance of 720 reported. In addition, 81 films were loaned to organizations for their own showing to approximately 2,720 people.

Correspondence—2,265 pieces of outgoing mail, excluding travel literature, are recorded while 1,711 pieces of incoming mail were received.

TRAVEL BUREAU

Indications are that a record year was established in Alberta by the tourist industry in 1955.

Co-operative undertakings launched in 1954 with the British Columbia Government Travel Bureau have brought about the establishment of a permanent travel promotion representative in the Pacific Northwest with headquarters in San Francisco; a representative toured the central United States for two months in the spring; a tour of four representatives of Automobile Clubs in California, Oregon and Washington was conducted through Alberta and British Columbia by our travel promotion representative; an Alberta-British Columbia travel map has been published, and members of the staffs of both travel bureaus met in Banff in September for a two-day conference for the interchange of ideas and further discussion of plans for co-operation.

In January representatives of the four western provinces met in Edmonton to discuss ways and means of standardizing the classifications to be applied to tourist accommodation. A star system of grading was unanimously agreed upon and a uniform grading form was accepted on an experimental basis. The group met again in Banff in September for further discussions and will meet again with representatives of motels and auto camps.

Again in 1955 the Travel Bureau, in co-operation with the Canadian Restaurant Association (Alberta branch) and the Department of Education, conducted courses of instruction for food handlers in Calgary, Banff and Lake Louise, while the Department of Agriculture conducted a catering class at Fairview. All were very successful.

STATISTICS

Figures available at this time indicate that there has been a substantial increase both in the number of visitors to Alberta and the amount spent in 1955 as compared with 1954.

These totals are compiled from reports of the Dominion Bureau of Statistics on the number of persons entering Alberta customs ports at the border, National Parks Branch reports on motorists registered at Waterton, Banff, Jasper, Radium Hot Springs, the west gate of Yoho National Park, and preliminary reports on the numbers of persons arriving in Alberta by train, bus and aircraft.

No records are available to indicate the number of tourists who visited Alberta by way of the Saskatchewan boundary or the Crowsnest Pass and such traffic is not included in the totals unless it passed into the National Parks.

The statistics so compiled reveal that 1,602,982 visitors to Alberta spent an estimated \$42,021,387 during 1954. The preliminary estimates for 1955 indicate that 1,700,000 visitors spent \$49,000,000.

Attendance at National Parks was up with 1,202,311 having passed through the gates between January 1 and November 30 in 1955 compared with 1,116,442 for the same period in 1954 with a resulting increase in amounts spent. Banff received the largest portion of this income with 651,611 visitors in 1955 as compared with 623,992 in 1954 for the period from January 1 to November 30; Waterton Lakes 226,078 (1955) compared

with 219,621 (1954); Jasper 152,016 (1955) compared with 119,947 (1954); and Elk Island 172,606 (1955) compared with 152,882 (1954).

This increase in attributed, in part, to improved approach roads to the parks as well as improvements to the roads within the parks, also increased accommodations and publicity.

Jubilee celebrations undoubtedly also brought additional visitors to share in our festivities.

ACCOMMODATION

Tourist accommodation continued to increase in volume and quality in 1955. A total of 231 tourist camps (motels) were licensed in 1955 as compared with 223 in 1954 with the number of cabins increasing from 2,170 in 1954 to 2,214 in 1955. Improvement in the quality of this type of accommodation is indicated by the fact that in 1954 there were 1,226 Grade "A" cabins as compared with 1,282 in 1955. Other totals for 1955 (with 1954 figures in brackets) were: Grade "B" 204 (197); Grade "C" 252 (238); Grade "D" 476 (509). It is encouraging to note that the lower grades of cabins are decreasing in number while the higher grades are increasing. These totals do not include motels in the National Parks.

The demand for house trailer or "mobile home" accommodation continued to increase during 1955 and some accommodation operators who cater to the trailer business expanded their space.



Tourist literature is packaged by the staff of the Travel Bureau.

Hotel accommodation continued to increase in volume and to improve in standards.

CATERING

Catering services continued to improve in quality during the year and thirteen Alberta restaurants were given listings in the AAA Tour Book. These listings were in addition to many hotels which operate dining rooms and which also qualified for AAA listings.

ROADSIDE SERVICES

Retail fuel outlets in 1955 were 3,286 as compared with 3,138 in 1954. This increase was well divided this year with urban as well as outlying districts across the province showing about equal gains. Field supervisors report an improvement in restroom facilities and cleanliness, especially on the main tourist highways, but they emphasize that improvement is still to be desired in some city service stations, as well as in outlying districts. Comments from tourists indicate that pump men at service stations in many places throughout Alberta must be alerted to a keener sense of courtesy and service. We have had complaints that windshields and other glass including lights and windows are not always washed.

ADVERTISING

The advertising budget for 1955 remained almost the same as that for 1954 but changes were made in the selection of publications, especially in the United States. "Westways", "Fortnight" and "U.S. Camera" were included in the list with favorable results. National Geographic outstripped all others in returns from coupon advertising.

Ski magazines and newspapers were used during December, January and February mainly, with some advertising in March and April to create interest in Alberta's improved skiing facilities. One new publication "Skier" was added to the list of publications.

The theme for the 1955 advertising campaign was "Come to Alberta in June or September" and the "Alberta Golden Jubilee". Included in the theme for 1956 will be "No Purchase Tax".

Seven stations in the Pacific Northwest States carried spots on travel to Alberta and motion pictures were released to several TV outlets in the United States.

The Tourist Service and Courtesy Week campaign was conducted from about May 1 until July 1, employing all radio stations and daily newspapers together with a selected list of rural newspapers located strategically along tourist highways. Although much improvement in cleanliness, courtesy and service to our visitors is apparent there is still much to be desired.

FORT MACLEOD BUREAU

All records for registrations were again broken at the Fort Macleod Information Bureau which was operated in co-operation with the Canadian Rockies Tourist Association.

Registrations in 1955 totalled 50,697 as compared with 43,694 in 1954. Of the 1955 registrations 28,283 were from the United States, 10,884 were from Alberta, 11,126 were from other Canadian provinces and 404 were from foreign countries other than the United States. The peak of registrations occurred in July with a total of 19,142 and August followed a close second with 14,526.

In 1955 1,293 teletype reservations were made as compared with 1,186 in 1954; long distance phone reservations in 1955 totalled 620 as compared with 566 in 1954 giving a total of 1,913 reservations in 1955 as compared with 1,752 in 1954. The bureau opened officially on March 15 and closed on December 30 which meant the bureau rendered service to the travelling public for a much longer period this year than ever before. Hunting licenses and export permits for game were again issued. It is hoped the department may be able to establish a small tourist office of some type in the Glacier National Park to induce tourists visiting there to extend their visit to Alberta.

LITERATURE DISTRIBUTION

During the year distribution of literature was as follows: road map 90,999; Holiday Guide 105,649; folder 162,150; ABC Map Folder 61,100; Alberta picture books 117,275; postcards 216,703; Fishing In Alberta 2,250; Legislative Tour 5,600; Miscellaneous 50,500; making a grand total of 812,226 pieces of literature distributed by the bureau in 1955. Forty-five sets of picture posters were distributed.

INQUIRIES

Another record was broken in the number of inquiries received. During 1955 the total reached 30,438 as compared with 21,120 in 1954, an increase of 9,318.

TOURIST CAMPS

An increasing interest in the construction of new tourist camps was evident in 1955 by the fact that the director interviewed 195 parties all of whom asked for information about starting tourist camps or sought to consult with him about problems of operation.

TRAVEL SHOWS

During the year travel shows in Minneapolis and Los Angeles were attended by members of the Travel Bureau staff and literature was sent to shows in Kansas City, San Francisco, Fort Wayne, Detroit, Minneapolis and Los Angeles. The Los Angeles and Minneapolis shows were attended in co-operation with the P.N.T.A.

A representative from the Travel Bureau staff was sent to the Canadian National Exhibition to work in the Alberta booth in the "Avenue of the Provinces".

CONFERENCES

The Travel Bureau was represented by Mr. Ralph R. Moore, Deputy Minister, at the annual conference of the Canadian Tourist Association and Mr. Dan E. C. Campbell represented the Travel Bureau at the annual Federal-Provincial Tourist Conference.

INTER-PROVINCIAL CONFERENCES

Members of various government departments connected with the tourist industry in the four western provinces met in Edmonton in January and in Banff in September for discussions on ways and means of standardizing the inspection and classification of tourist accommodation and of using a standard system of designating such accommodation throughout all of western Canada. A star system was unanimously agreed upon, a uniform grading form was accepted on an experimental basis to be used in 1955 and 1956 with amendments to be made prior to it becoming effective on January 1st, 1957.

APPENDIX

TENTH ANNUAL REPORT

of

THE GEOGRAPHIC BOARD OF ALBERTA

Appointed by Order in Council 254-46, dated February 6th, 1946, and further regulated by The Geographic Names Act, 1949.

Members:

Prof. Morden H. Long, M.A., F.R.S.C., Chairman.
Mrs. Edith H. Gostick, Provincial Librarian, Secretary.
John H. Holloway, M.Sc.
Duncan R. Innes, M.A.
Carl W. Lester, D.L.S., A.L.S., Director of Surveys.

The Honourable A. R. Patrick,
Minister of Economic Affairs,
Edmonton, Alberta.

Dear Sir:

We beg to submit for your consideration the report of the Geographic Board of Alberta for the year 1955.

Respectfully submitted,
EDITH H. GOSTICK, Secretary.
MORDEN H. LONG, Chairman.

NATURE OF THE BOARD'S DUTIES

The duties of the Board were fully described in its Annual Report for the year 1951. Briefly, they include the gathering, recording and collating of information regarding geographical names in Alberta; consultation with, and service to, governmental departments, municipalities, railway companies, and other bodies and persons concerned with the selection of place names; and collaboration with the Canadian Board on Geographical Names with respect to the choice of new geographical names, the elimination of alternative and duplicate names, and desirable changes in the spelling of names. The following is a brief account of the Board's performance of these duties during the year 1955.

SPECIAL NAMES

It is perhaps suitable to recall that in the Golden Jubilee year of the Province of Alberta, the Geographic Board was instrumental in having many natural features within the Province named after persons who have been prominent in its life or that of Western Canada. Thus the mountain peaks of a considerable area north west of the town of Jasper bear the honoured names of Henday, Rowand, Strange, Oliver, Rutherford, Haultain, Griesbach, McQueen, Braithwaite, Thornton, Tory and Knight, while in the southernmost part of the Province Buchanan Ridge in Waterton Lakes National Park perpetuates the memory of the late Senator W. A. Buchanan. Similarly Lakes Dickens, May, Berry, Brintnell, Calder, Farrell, McConachie, McMillan, McMullen, Randall and Sawle, will speak to future generations of the epic of air flight that has been written by these and other aviators

in the skies of northern Canada. Details regarding these names may be found in the Report of the Board for 1954.

To this honour roll the names of two other Alberta pioneers have been added during the year 1955.

1636 FOREMOST 72 E(W½) ALBERTA

Sherburne Lake.....Twp. 9, Rge. 13 and 14, 4 Mer.

This is a newly created irrigation reservoir lying about six miles south of Grassy Lake. It has been named after Charles Sherburne, an early settler in the Grassy Lake district, who has left seventy descendants, most of them still living in the locality.

2493 TETE JAUNE-EDSON 83 SW ALBERTA

Mount Stelfox.....Twp. 36, Rge. 18, 5 Mer.

This mountain in the Nordegg district, possessing an altitude of some 7000 feet, has been given the name Mount Stelfox in honour of Henry Stelfox, a pioneer resident of the Rocky Mountain House area. Mr. Stelfox has rendered long and distinguished service to the cause of conservation on the eastern slope of the Rocky Mountains and in 1954 his work in this field was recognized by the award of the Julian Crandall Conservation Trophy.

In its issue of August 31st, 1955, the Edmonton Journal paid the following tribute to Mr. Stelfox's fine character and long years of public service.

"Mr. Stelfox, who is in his 71st year, has devoted nearly half a century to advocating and carrying out conservation throughout a large part of the eastern slope of the Canadian Rockies.

"While homesteading in the Buck Lake region early in the century, Mr. Stelfox met many Indians and became aware of the difficulties they faced as a result of the dwindling of buffalo and beaver populations.

"He believed it better to help these people become good Indians rather than poor whites, and ever since has concerned himself with assuring an adequate supply of animals for food, beaver for revenue and fish in natural environment.

"About 1909, he became a game warden and Indian agent, and held these positions for some 40 years without remuneration.

"One of his first projects was a plea to federal authorities on behalf of a small band of Stoney Indians who were stranded at Buck Lake, when white lumbermen appropriated their homesteads and destroyed their timber.

"He was authorized to establish their reservation near Buck Lake and later blocked out the Sunchild and O'Chiese reservations, along with 750,000 acres of trapping area for the Indians.

"Having won the confidence of the Indians, he induced them not to cut their own timber, but to work for white men and earn wages while learning the lumber business. Meanwhile they kept their own timber lands as game preserves.

"During the years, he has worked steadily promoting conservation of game, fish and forest resources in the Rocky Mountain House district.

"Ten years ago, the federal and provincial governments insisted he accept payment for his services, because his position could not be considered honorary.

"He asked the governments to appoint someone else to fill the positions, but he said he would carry on and assist in every possible way those who might be appointed.

"Ever since his retirement, he has continued to represent the Indians on the fish and game advisory board.

"It was through his urging that live-trapping and stocking of beavers was carried out in the Rocky area both around 1914 and 1937, when the animals had been poached almost to extinction.

"He was also responsible for persuading the government to undertake much of the trout planting done every year in the foothill and mountain area west of Rocky Mountain House.

"He organized a sports and game club at Rocky in 1928 and the Clearwater and West Country Fish and Game Association in 1935."

OTHER NAMES

	National Topographic Sheet Map Number
BAY	
Bunting	4002
Cartwright	4002
Merganser	4002
Moose	4002
Russenholt	4002

COULEE	
Black	1636
Circus	3988
McConnell	3988
Medicine Lodge	1636
Seven Persons	1636
Sheep	3988

CREEK	
Adams	4025
Anthony	4025
Atusis	3988
Big Valley	1795, 3988
Bigknife	1795
Bowden	4128
Brandy	4025
Brewster	1795
Buffalo	3994
Bullpound	3988
Cameron	4002
Camrose	1737
Carolyn	2739
Carstairs	3988
Chambers	1795
Chicken	4104
Cottonwood	4002
Cowper	4145
Crawling	3988
Cripple	1795
Crossfield	3988
Crowfoot	3988
Deadhorse	3988
Deer	4025
Dip	3988
Douglas	4025
Driedmeat	1795
Dry	1795
Eagle	4128
Eagles Nest	4025
Elk	1795
Fall	1795
Farrell	3988
Fish	3988
Fourth	4067
Fox	3988
Gaetz	1737

	National Topographic Sheet Map Number
CREEK (Continued)	
Galarneau	3988
Gipsy	4002
Ghostpine	3988
Graburn	1636
Grace	1795
Grass	2021, 1197
Gravel	1225
Gull	4200
Handhills	3988
Homestead	3988
Jackson	1549
Kenny	4104
Lancaster	4025
Lick	1795
Little Rapids	4004
Little Redrock	4104
Lonepine	3988
Lynx	1795
Meadow	4002
Meeting	1795
Michichi	3988
Monoghan	4025
Moose	1225
Mulligan	4067
North Wolf	4104
Olds	4128
Parflesh	3988
Peppers	1795
Persimmon	4025
Pert	4146
Phroso	4025
Pigeon Lake	1795
Pinto	1795
Pope	4025
Poplar	4002
Rapid	1795
Redrock	4104
Redwillow	1795
Ridge	4025
Rock	4025
Rosebud	3988
Rough	1795
Schrader	4128
Seiu	3988
Seven Mile	1795
Seven Persons	1636
Shetler	4104
Shunda	1795
Slims	4066
Slough	1737
Snow	4025

(Continued)

South Carrot	4170
South Lancaster	4025
South Manyberries	1636
Spring	3988, 4128
Spruce	3988
Sucker	1225
Sunday	4145
Sunset	4025
Swift Current	2739
Sylvester	1795
Ten Mile	3988
Threehills	3988
Tourangeau	4001
Trail	4128
Trout	1795
Twinlakes	4006
Waskasoo	1737
Walton	4025
Willow	3988
Wolf	3988, 4104
Zenda	4025

HILL

Bad Land (Hills)	4194
Hand (Hills)	3988
Knee (Hills)	3988
Snake (Hills)	4072
Snipe (Hills)	4072
Surprise	3988
Three (Hills)	3988
Wintering (Hills)	3988

ISLAND

Dorothy	4002
Grand	3994
Irma	4002
Kenee	4002
Moose	4200
Poplar	4002
Prairie	4194
Stony	4002
Willow	4002

JUNCTION

Alix South	1737
Nevis	1737
The Forks (river)	4002

LAKE

Alkali	3988
Amadou	3693
Antelope (Lakes)	3988
Arcand	4072
Arrowhead	1225
Barnett	1737, 1795

LAKE (Continued)

Barrie	4128
Battle	1795
Beltz	1795
Burns	3988
Beveridge	3988
Bluet	4072
Boag	1795
Bowesman	4199
Bryson	4072
Buffalo	1636
Burnett	1737
Camp	4072
Caribou	3469
Chain (Lakes)	3988
Clear	3988
Copeley	4128
Cornish	3988
Cowper	4145
Coyote	3988
Crimson	1795
Cutbank	1795
Davey	3988
Deadhorse	3988
Delburne (Lakes)	1795
Devil	4200
Dewdrop	3988
Driedmeat	1795
Eagle	3988
Edna	4002
Edwards	4145
Eric	4025
Erskine	1795
Ewing	1795
Farrell	3988
Foxall	1795
Gaetz (Lakes)	1737
Glover	4145
Gough	1795, 3988
Gull	4200
Handhills	3988
Helen	4199
Hicklon	4173
Hunt	3988
Innis	4128
Johnson	4173
Kinosi	4002
Lacombe	1737
Lanes	1795
Lee	3988
Link	3988
Little Fish	3988
Lonepine	1795
Lowden	1795

McGregor	1795
McKee	3988
Marion	1795
Mary	4002
Mattoyekiu	3988
Mazy	1795
Mudspring	3988
Nelson	1737
(Lake) Nine	1225
Nora	4002
(Lake) One	1225
Pearl	3988
Pine	1795
Portage	2739
Rishaug	3988
Robinson	3988
Ross	1795
Rush	1636
Seiu	3988
(Lake) Seven	1225
Shooting	1795
Siewert	3988
Sittingstone	1795
(Lake) Six	1225
Snake	3988
Spiers	3988
Stewart	3988
Square	1225
Sullivan	1795, 4072
Surette	4200
Swan	1795
Tamarack	4145
(Lake) Ten	1225
(Lake) Twelve	1225
Two Bar	3988
Upland	1225
Utamik	4003
Valley	1795
Victoria	3988
Wavy	1795
Wentzel	4001, 4003
Whey	3988
Whitebrush	1795
Wolf	3988

MOUNTAIN

Adams Lookout	4025
Black	1421
Grande	3489

PASS

Rocky	4025
Wapiabi Gap	1421

POINT

Brule	3994
Fire	4002
Main	4002
Newcomen	4002
Prairie Point	4200
Sandy	4194
Windy	1421

POST OFFICE

Aerial	3988
Alexo	1795
Allingham	3988
Ankerton	1795
Ardenode	3988
Baintree	3988
Beynon	3988
Bircham	3988
Botha	1795
Byemoor	3988
Cambria	3988
Chancellor	3988
Dorenlee	1795
Dorothy	3988
Duhamel	1795
Edberg	1795
Elnora	3988
Endiang	3988
Erskine	1795
Fenn	1795
Ferrier	1795
Gadsby	1795
Ghost Pine Creek	3988
Grainger	3988
Hackett	1795
Halkirk	1795
Heisler	1795
Hesketh	3988
Hoadley	1795
Huxley	3988
James River Bridge	1549
Kelsey	1795
Knee Hill Valley	3988
Leo	1795
Marie-Reine	2591
Meeting Creek	1795
Michichi	3988
Midlandvale	3988
Mound	1549
Munson	3988
Nacmine	3988
Nemiskam	1636
Netook	4128
Newcastle Mine	3988

POST OFFICE (Continued)

Niton Junction	2895
Ohaton	1795
Paddle Prairie	4066
Red Willow	1795
Redland	3988
Rocky Lane	2016
Rosalind	1795
Rosebud	3988
Rowley	3988
Sputinow	4072
Sunnyslope	3983
Swalwell	3988
Torrington	3988
Twining	3988
Warden Junction	1795
Watts	3988
Wayne	3988
Westward Ho	1549
Winfield	1795

RANGE

Berland	2168
Blairmore	1943
Persimmon	4025

RAPIDS

Bad	4007
Cascade	4002
Crooked	4002
Little Cascade	4002
Long	4002
Mountain	4002
Rock	4002

RIDGE

Tip Top	2168
Turret	3489

RIVER

Baptiste	1795
Berland	4025
Brazeau	1795
Cutbank	4104
Death	4072
Elk	2493, 1795
Horse	3994
Ipiatik	4145
Little Fishery	4002
Mink	4006
North Berland	4025
North Heart	4199
North Ram	1795
North Steepbank	4002
Nordegge	1795
Portage	2739

(Continued)

Ram	1795
South Berland	4025
South Muskeg	4025
South Sulphur	4025
Swan	2739
Tay	1795
Vermilion	2739
West Muskeg	4025
West Sulphur	4025

SETTLEMENT

Caruso	3988
Clivale	3988
Curlew	3988
Dowling Lake	3988
Fairacres	4199
Galarneauville	3988
Garrington	4128
Gold Spur	4194
Gopher Head	3988
Hartshorn	3988
Heart Lake	3988
Helmer	3988
High Level	4200
Highland Ranch	3988
Horseshoe Lake	3988
Jackville	4173
La Crete	4200
Lake Geneva	4072
Lawsonburg	3988
Lonebutte	3988
Malmo	1737
Mayton	3988
Millerfield	3988
Milnerton	3988
Neapolis	3988
Nisbet	3988
Perbeck	3988
Rainbow	3988
Rosebud Creek	3988
Stirlingville	3988
Stonelaw	3988
Verdant Valley	3988
Victor	3988
Whitcroft	1795
Winterburn	1795

STATION

Ancona	1795
Bargrave	3988
Battle	1795
Buoyant	3988
Cosway	3988
Cousins	4194

National Topographic Sheet
Map Number

Craigdhu	3988
Dunphy	3988
Dunshalt	3988
Eladesor	3988
Entice	3988
Equity	3988
Gatine	3988
Gartly	3988
Gayford	3988
Hamlet	3988
Harlech	1795
Horburg	1795
Jackson	1737
June	1737
Kirkpatrick	3988
Kiron	1795
Kneehill	3988
Lamerton	1737
Leahurst	1795
Lehigh	3988
Nugent	1795
Oberlin	1795
Roytal	1636
Saunders	1795
Sharples	3988
Town Lake	1795
Trefoil	3988
Tudor	3988
Verger	4194
Viewpoint	1795
Willow Creek	3988

TOWN

Beverly	1795
Daysland	1795
Jasper Place	1795

National Topographic Sheet
Map Number

TRAIL

Adams Creek	4025
Berland River	4025
Cabin Creek	4025
Deer Creek	4025
Eagles Nest	4025
Grave Flats	4025
Indian	4025
Mountain	4025
Muskeg River	4025
Persimmon Creek	4025
Pope Creek	4025

VILLAGE

Bashaw	1795
Bawlf	1795
Big Valley	1795
Donalda	1795
Ferintosh	1795
Forestburg	1795
New Norway	1795
Strome	1795
Sundre	1549
Tilley	4194

MISCELLANEOUS NAMES

Horseshoe Canyon	3988
Rapid Narrows	4194
Swimming Pond	4072
Canalta Slough	3988
Crawling Valley	3988

NAME CONFIRMATION

Mountain House Locality	4128
Lac Canard Settlement	4072
Springpark Settlement	4072

ALTERED APPLICATIONS

Negus Creek	4200
Hoff Ridge	2168
Sand River	3469

NAME CHANGES

National Topographic Sheet
Map Number

3693	Amadou Lake	not	Touchwood Lake
1225	Arrowhead Lake	not	Lake Ten
4025	Berland River Trail	not	Berland Trail
1636	Black Coulee	not	Deadhorse Coulee
4072	Bluet Lake	not	Blue Lake
4025	Brandy Creek	not	Swift Creek
3994	Brule Point	not	Brule Point
3994	Buffalo Creek	not	Little Buffalo River
1737	Burnett Lake	not	Barnett Lake
		nor	Burnet Lake
2739	Carolyn Creek	not	Carolyn Creek
4145	Cowper Creek	not	Cowpar Creek
4145	Cowper Lake	not	Cowpar Lake
3988	Deadhorse Lake	not	Dead Horse Lake
1795	Delburne Lakes	not	Delburne Lake
1795}			
2493}	Elk River	not	Owl River
3988	Farrell Lake	not	Lake Farrell
3988	Gayford Station	not	Swastika Station
4194	Gold Spur Settlement	not	Gold Spring Settlement
3988	Gough Lake	not	Lake Gough
1636	Graburn Creek	not	Grayburn Creek
4173	Hicklon Lake	not	Tuggle Slough
3988	Horseshoe Canyon	not	Horseshoe Canon
4145	Ipiatik River	not	Sand River
4173	Johnson Lake	not	Johnston Lake
4104	Little Redrock Creek	not	Little Red Rock Creek
1737	Lacombe Lake	not	Jackfish Lake
4004	Little Rapids Creek	not	Little Rapid Creek
3988	McKee Lake	not	Tipper Lake
4025	Monaghan Creek	not	Monaghan Creek
4002	Mountain Rapids	not	Fountain Rapids
1636	Nemiskam Post Office	not	Nemiscam Station
		nor	Nemiskam P.O.
1737	Nevis Junction	not	Nevis South Settlement
4025	North Berland River	not	North Branch Berland River
4104	North Wolf Creek	not	North Branch Wolf Creek
1795	Pigeon Lake Creek	not	Pigeon-lake Creek
1795	Pine Lake	not	Ghostpine Lake
		nor	Pine or Ghostpine Lake
4194	Rapid Narrows	not	The Rapid Narrows
4104	Redrock Creek	not	RedRock Creek
4128	Schrader Creek	not	Sehrader Creek
1636	Seven Persons Coulee	not	Sevenpersons Coulee
1636	Seven Persons Creek	not	Sevenpersons Creek
1636	Sherburne Lake	not	Grassy Lake Reservoir
4104	Shetler Creek	not	Shelter Creek
4072	Snake Hills	not	Shake Hills
4025	South Berland River	not	South Branch Berland River
1636	South Manyberries Creek	not	South Branch Manyberries Creek
4025	South Muskeg River	not	South Branch River
		nor	Ziggy Creek
1225	Square Lake	not	Lake One
4145	Sunday Creek	not	Sunday River
3988	Ten Mile Creek	not	Tenmile Creek
4194	Tilley Village	not	Tilley Station Post Office
4006	Twinlakes Creek	not	Twin Lake Creek
		nor	Two Lake Creek
3988	Two Bar Lake	not	Two-bar Lake
1225	Upland Lake	not	Lake Twelve
4003	Utamik Lake	not	Deep Lake
1737	Waskasoo Creek	not	Waskasu Creek
4026	West Muskeg River	not	West Branch Muskeg River

DELETIONS

National Topographic Sheet
Map Number

National Topographic Sheet
Map Number

COULEE

Deadhorse	1636
Sevenpersons	1636

CREEK

Carolyn	2739
Cowpar	4145
Grayburn	1636
Little Rapid	4004
Little Red Rock	4104
Monaghan	4025
North Branch Wolf	4104
Pigeon-lake	1795
Red Rock	4104
Sehrader	4128
Sevenpersons	1636
Shelter	4104
South Branch Manyberries	1636
Swift	4025
Tenmile	3988
Twin Lake	4006
Two Lake	4006
Waskasu	1737
Ziggy	4025

LAKE

Barnett	1737
Blue	4072
Burnet	1737
Cowpar	4145
Dead Horse	3988
Deep	4003
Delburne	1795
(Lake) Farrell	3988
Ghostpine	1795
(Lake) Gough	3988
Grant	4066
Jackfish	1737
Johnston	4173
Low Water	1795
(Lake) One	1225
Pine or Ghostpine	1795
(Lake) Ten	1225
Tipper	3988
Touchwood	3693
(Lake) Twelve	1225
Two-bar	3988

POST OFFICE

Nemiscam Station	1636
Tilley Station	4194

RIVER

Little Buffalo	3994
North Branch Berland	4025

Owl	2493, 1795
Sand	4145
South Branch Berland	4025
South Branch Muskeg	4025
Sunday	4145
West Branch Muskeg	4025

SETTLEMENT

Adonis	4194
Allerston	1636
Altorado	1636
Asker	1737
Battle River	1737
Battleview	4072
Bingville	4194
Bismarck	1737
Breda	1737
Britain	1737
Brooksley	1737
Bushland	4072
Campbell Lake	4072
Catchem	1636
Chesterwold	1737
Clare	1636
Coffins Ford	1636
Connolly	4072
Cornucopia	1737
Coyote Valley	4072
Cravath Corners	4194
Dauntless	1636
Dorris	1737
Earlville	1737
Endon	1636
Eva	4194
Ewing	1737
Ferry Point	1737
Ferrybank	1737
Foreman	1737
Fourways	1636
Fribourg	4072
Glen Banner	1636
Glenhewitt	1737
Gold Spring	4194
Graburn Butte	1636
Hector	4072
Hill End	1737
Irwinville	4072
Josephsburg	1636
Kanata	1737
Kerndale	4199
Kippenville	1636
Lanuke	4072

SETTLEMENT (Continued)

Lewisville	1737
Liliendale	4067
Lobley	1549
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McPherson	4199
Mance	4072
Mary Lake	4072
Mesekum	4194
Minda	1636
Moneta	1737
Monkman	4072
Mooswa	4072
Monvel	1737
Mulga	4072
Murray Valley	4128
Naughton Glen	4072
Needmore	1636
Nevis South	1737
Orbindale	4072
Parvella	4194
Payndale	4072
Pioneer	1737
Prosby	1636
Quarrel	1737
Ranching	1737
Rapid Narrows	4194
Red Lodge	4128
Rising Sun	4072
Rodino	4072
Roseglen	4194
Ruddington	4194
Sacred Heart	4072

Sage Creek	1636
Saltaux	4072
Scheck	1737
Shandleigh	4194
Shepanaga	4072
Social Plains	4194
Springlake	1737
Thompson	1636
Trenville	1737
Tring	4072
Waterglen	1737
Wattsford	4072
Wealthy	4072
West Peace River	4199
Windyridge	1636
Wood River	1737
Zenith	1737
Zoldovara	4072

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Eagle	4194
Ready	4194

MISCELLANEOUS

Horseshoe Canon	3988
Shake Hills	4072
The Rapid Narrows	4194
Brule Point	3994
Fountain Rapids	4002
Grassy Lake Reservoir	1636
Tuggle Slough	4173
Swastika Station	3988
Berland Trail	4025

TOWNSITES

To the above list should be added the names of two temporary town-sites in the Pembina Oilfield.

Lodgepole—N.E. of Section 36, Township 47, Range 10, W5M.
The name is derived from the presence on the site of a few lodge-pole pine trees.

Cynthia—N.E. $\frac{1}{4}$ of Section 32, Township 49, Range 10, W5M.
S.E. $\frac{1}{4}$ of Section 5, Township 50, Range 10, W5M.
With adjoining N. $\frac{1}{2}$ of Section 5, Township 50, Range 10, W5M.

The name originates from the fact that the townsite is situated in the Cynthia Crown Reserve Block.

ANNUAL MEETING OF THE CANADIAN BOARD ON GEOGRAPHICAL NAMES

At this meeting of the Canadian Board, which was presided over by its new Chairman, Colonel C. H. Smith, the Alberta Board was represented by its Secretary, Mrs. E. H. Gostick. Among the topics discussed which

were of interest to the Province of Alberta were a number of Alberta place names, various aspects of the principles of nomenclature, the problem of facilitating the attendance of provincial representatives at the annual meeting of the Board, and the potentially conflicting powers of the Board and the Post Office in the conferring of names. It was agreed, on the suggestion of Mrs. Gostick, that communications from the Canadian Board to the Alberta Board would in the future make clear the reasons for the non-adoption of names proposed by the latter. At the evening meeting the Honourable George Prudham, Minister of Mines and Technical Surveys, gave an interesting address on Canadian Place Names.

PROPOSAL TO NAME A FEATURE IN HONOUR OF SIR WINSTON CHURCHILL

The Alberta Board took occasion upon the retirement of Sir Winston Churchill from high public office in Great Britain to renew its earlier and long pressed proposal that some prominent feature within a National Park in Alberta should be named in honour of this great man whose services to the free world have been preeminent. For such action a notable precedent has already been set in the renaming of Castle Mountain after President, then General, Dwight D. Eisenhower. The Board has now been informed that the Department of Northern Affairs and National Resources, which administers the National Parks, has suggested that the Slate Mountains, just northeast of Lake Louise in Latitude $51^{\circ} 31'$ —Longitude $116^{\circ} 04'$, be renamed the Winston Churchill Range. This proposal is to be placed before the Canadian Board on Geographical Names for consideration at its annual meeting in Ottawa on January 31, 1956.

ACKNOWLEDGMENTS

The Alberta Board wishes to thank the press and radio of the Province for generous space and time devoted to acquainting the public with various features of the work which it is doing. It also desires to acknowledge gratefully the interest and co-operation of Mr. Ralph Moore, Deputy Minister of Economic Affairs; or Mr. T. W. Dalkin, Director, Technical Division of the Department of Lands and Forests; and of the officials of the Surveys Branch of the Department of Highways. It has also enjoyed the attendance at its meetings and the active participation in its work of Mr. Daniel Istvanffy, Provincial Statistician and Alberta member of the Canadian Board on Geographical Names.

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